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SURVEYS OF CONSUMER ATTITUDES

Institute for Social Research

TABLES AND CHARTS

NOVEMBER 1986

The November 1986 survey is the 220th in a series of surveys of consumer attitudes conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

Two charts highlight recent changes and historical patterns for most questions. Recent change charts include quarterly data before 1978 and monthly data starting in January of 1978. Historical series charts show quarterly data before 1978 and 3 month moving averages since then. See the explanatory charts at the end of this book for a detailed description.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results on the total sample for this monthly survey will differ by no more than 4 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

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TABLE OF CONTENTS

CHART/ TABLE	TITLE
1	THE INDEX OF CONSUMER SENTIMENT
2	INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS
3	COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT
4	CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO
5	SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION
6	EXPECTED CHANGE IN FINANCIAL SITUATION
7	TREND IN PERSONAL FINANCIAL SITUATION
8	EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS
9	EXPECTED CHANGE IN REAL FAMILY INCOME
10	NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
11	SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
12	CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO
13	EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR
14	TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS
15	BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS
16	BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS
17	EXPECTED CHANGE IN UNEMPLOYMENT
18	EXPECTED CHANGE IN INTEREST RATES
19	EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS
20	OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY
21	BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS
22	SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS
23	BUYING CONDITIONS FOR HOUSES
24	SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES
25	BUYING CONDITIONS FOR CARS
26	SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

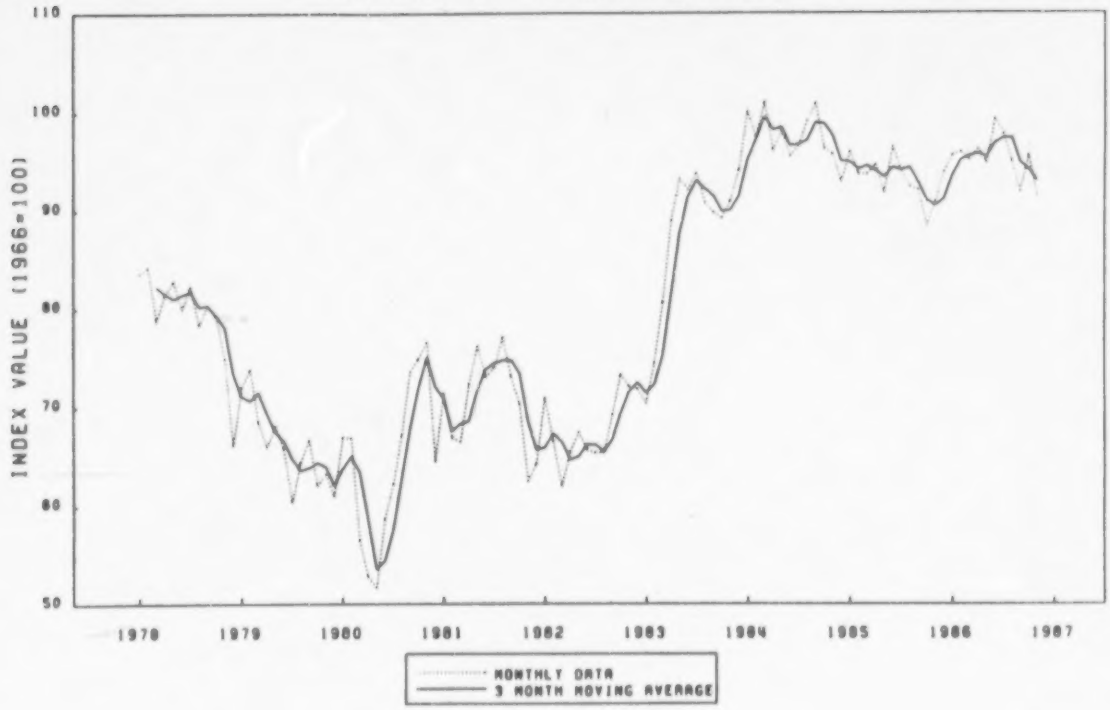


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

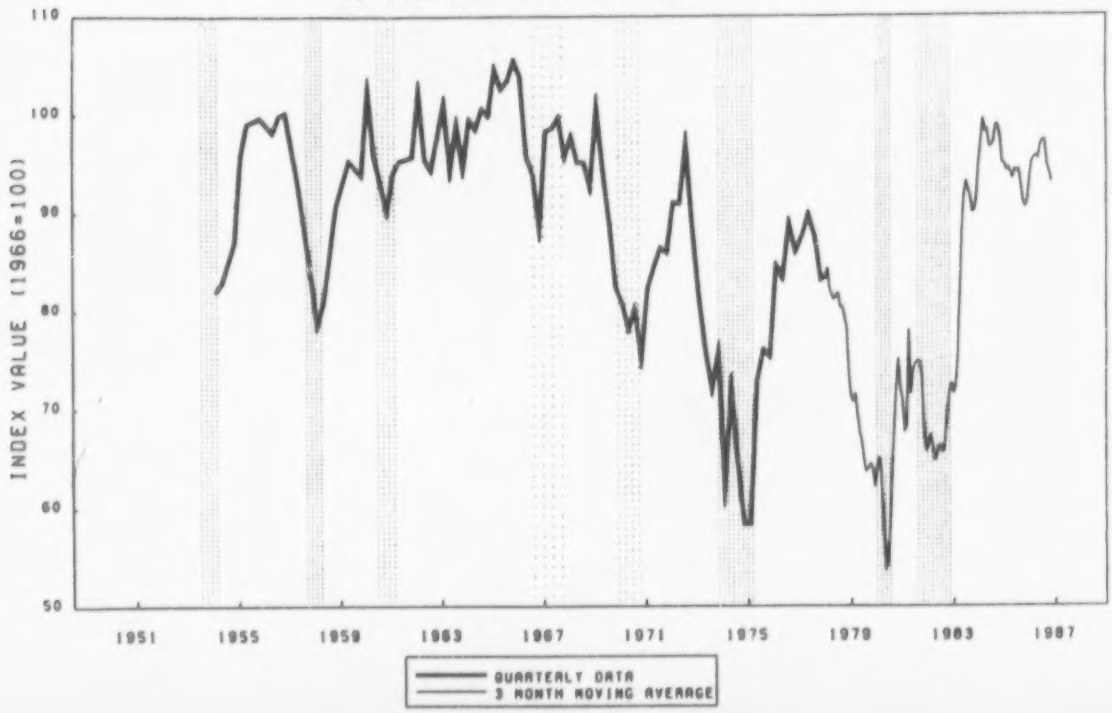


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $30,000	Families with incomes over $40,000
November 1983	91.1	100.3	
December 1983	94.2	105.4	
January 1984	100.1	115.6	
February 1984	97.4	114.3	
March 1984	101.0	117.8	
April 1984	96.1	107.0	
May 1984	98.1	107.8	
June 1984	95.5	105.5	
July 1984	96.6	102.7	
August 1984	99.1	113.3	
September 1984	100.9	110.8	
October 1984	96.3	113.5	
November 1984	95.7	112.9	
December 1984	92.9	101.5	
January 1985	96.0	110.2	112.1
February 1985	93.7	113.8	113.8
March 1985	93.7	110.8	114.4
April 1985	94.6	108.9	114.9
May 1985	91.8	105.3	107.7
June 1985	96.5	107.4	110.3
July 1985	94.0	105.2	109.5
August 1985	92.4	106.7	110.2
September 1985	92.1	101.7	104.9
October 1985	88.4	99.6	107.4
November 1985	90.9	100.8	100.3
December 1985	93.9	106.0	108.3
January 1986	95.6	109.7	110.1
February 1986	95.9	107.8	109.0
March 1986	95.1	102.9	110.2
April 1986	96.2	106.9	111.0
May 1986	94.8	105.5	109.9
June 1986	99.3	110.6	112.4
July 1986	97.7	109.6	108.5
August 1986	94.9	105.0	106.6
September 1986	91.9	99.5	102.1
October 1986	95.6	102.8	105.5
November 1986	91.4	97.5	98.7

CHART 2A - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

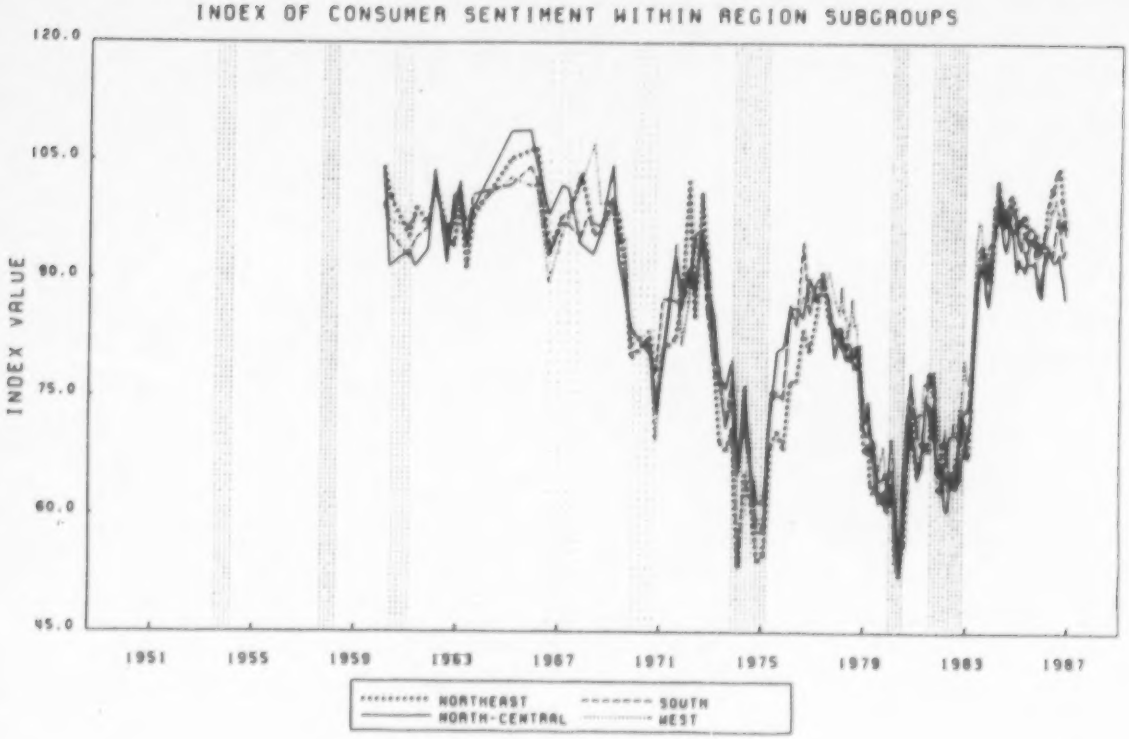


CHART 2B - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

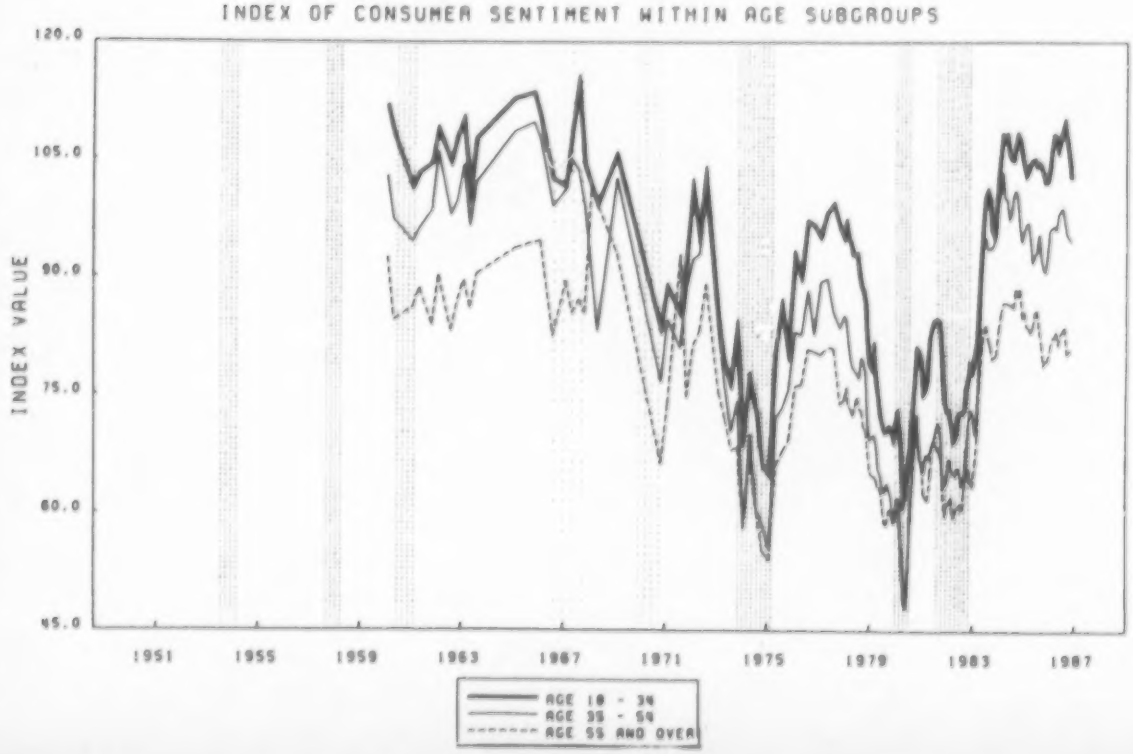


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY	CENSUS REGION				AGE OF RESPONDENT		
	North East	North Central	South	West	18-34	35-54	55+
November 1983	87.7	88.3	91.5	98.5	97.2	94.6	80.7
December 1983	91.4	96.2	95.2	92.2	102.3	97.5	81.8
January 1984	100.7	96.8	97.5	107.5	107.9	106.0	87.4
February 1984	102.3	98.4	93.5	97.1	106.2	98.9	86.5
March 1984	104.8	98.5	102.1	97.5	109.9	105.2	86.6
April 1984	92.8	96.1	96.5	100.5	107.2	95.4	86.0
May 1984	98.8	96.3	96.5	103.9	107.5	98.8	86.6
June 1984	100.1	92.1	95.0	93.7	103.0	97.1	85.9
July 1984	94.3	92.5	100.5	99.3	104.9	98.2	87.1
August 1984	103.1	100.2	97.5	95.4	106.8	105.3	85.2
September 1984	105.0	99.3	99.7	99.9	108.5	99.9	93.3
October 1984	92.5	89.4	100.9	101.7	108.9	95.5	84.2
November 1984	100.3	93.3	95.6	94.1	105.5	94.0	88.1
December 1984	94.8	90.3	93.4	94.0	102.9	94.1	82.2
January 1985	98.2	94.5	94.6	97.8	104.2	99.0	86.6
February 1985	97.9	90.4	96.6	89.7	102.0	97.0	82.3
March 1985	98.3	90.6	89.8	101.1	104.7	94.7	82.0
April 1985	98.1	91.7	94.8	95.3	106.9	92.9	84.3
May 1985	88.8	94.0	91.9	91.3	103.2	87.9	84.6
June 1985	97.7	90.4	99.0	103.6	105.0	97.8	87.9
July 1985	98.4	91.8	92.9	94.8	104.4	93.7	84.8
August 1985	90.7	93.4	93.6	90.6	104.2	94.9	77.3
September 1985	98.5	91.5	87.0	97.5	103.7	89.6	82.8
October 1985	92.3	81.7	90.7	90.0	101.6	88.6	76.0
November 1985	92.8	90.7	88.4	93.1	101.1	93.5	79.3
December 1985	98.2	90.8	92.0	98.1	103.8	95.3	82.6
January 1986	96.7	93.9	98.2	93.7	105.5	99.4	80.8
February 1986	103.4	92.7	93.2	98.0	109.7	94.1	83.8
March 1986	99.1	94.9	91.3	98.9	109.1	96.0	82.0
April 1986	102.7	92.3	94.4	99.5	104.8	97.8	83.6
May 1986	101.2	90.1	93.5	98.8	104.9	99.9	78.3
June 1986	106.2	94.1	98.5	102.7	112.7	97.9	86.6
July 1986	103.9	93.4	101.7	94.7	108.2	98.6	84.5
August 1986	102.5	92.6	90.5	98.2	107.9	95.2	80.1
September 1986	94.6	87.0	91.9	95.8	106.3	92.4	76.1
October 1986	99.1	90.0	96.5	99.3	102.5	97.3	85.7
November 1986	95.8	85.6	93.2	92.3	99.5	94.2	80.4

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

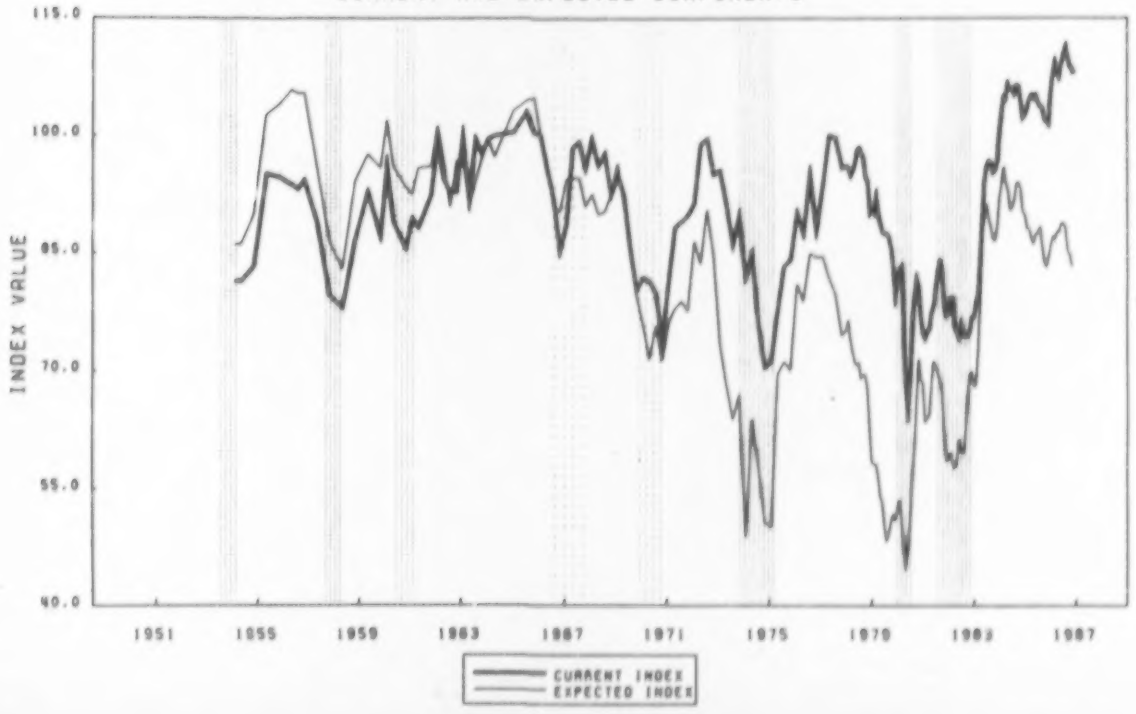


TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	INDEX COMPONENTS +						
	Personal finances		Business conditions				
	Current (1)	Expected (2)	12 months (3)	5 years (4)	Buying conds. (5)	Current Index (1,5)	Expected Index (2,3,4)
November 1983	111	127	129	98	138	96.1	87.9
December 1983	123	125	140	102	134	99.3	91.0
January 1984	117	129	154	103	155	104.9	97.0
February 1984	119	130	139	106	151	103.9	93.2
March 1984	122	135	146	113	153	106.0	97.7
April 1984	116	125	136	107	152	103.5	91.4
May 1984	121	129	131	105	164	109.8	90.6
June 1984	126	124	131	106	145	104.4	89.8
July 1984	117	124	133	113	152	103.9	91.9
August 1984	125	129	137	111	153	107.5	93.7
September 1984	125	131	142	116	154	107.8	96.4
October 1984	118	127	134	107	150	103.6	91.6
November 1984	121	129	132	107	144	102.4	91.5
December 1984	118	125	131	98	143	100.6	87.9
January 1985	119	124	135	104	153	104.9	90.3
February 1985	115	120	131	96	158	105.1	86.5
March 1985	112	123	133	96	156	103.7	87.3
April 1985	116	127	128	95	161	106.6	87.0
May 1985	116	120	121	97	152	103.7	84.2
June 1985	115	127	133	106	157	104.9	91.1
July 1985	116	124	129	98	154	104.3	87.4
August 1985	112	123	125	99	152	101.8	86.3
September 1985	116	124	118	96	155	104.3	84.2
October 1985	111	123	111	90	148	100.3	80.8
November 1985	111	124	120	96	150	100.7	84.5
December 1985	120	124	127	103	147	103.1	88.1
January 1986	122	123	126	93	168	111.8	85.3
February 1986	117	123	132	98	164	108.4	87.8
March 1986	120	124	129	96	160	107.9	86.9
April 1986	120	128	133	94	160	108.1	88.5
May 1986	117	129	131	92	158	106.2	87.5
June 1986	124	127	136	100	170	113.3	90.3
July 1986	126	130	131	94	165	112.1	88.5
August 1986	121	128	123	94	161	108.9	85.9
September 1986	120	127	115	84	161	108.3	81.3
October 1986	120	127	124	99	162	108.9	87.1
November 1986	121	121	120	87	155	106.7	81.6

(1) See Table 4.
(2) See Table 6.
(3) See Table 15.
(4) See Table 16.
(5) See Table 21.
+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

CHART 4 - HISTORICAL SERIES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
BETTER OFF	38%	46%	45%	44%	44%	45%	42%	47%	49%	46%	45%	44%	43%
SAME	34	28	32	29	32	30	33	29	28	28	30	32	35
WORSE OFF	27	26	23	27	24	25	25	23	23	25	25	24	22
DK,NA	1	*	*	*	*	*	*	1	*	1	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5 - RECENT CHANGES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

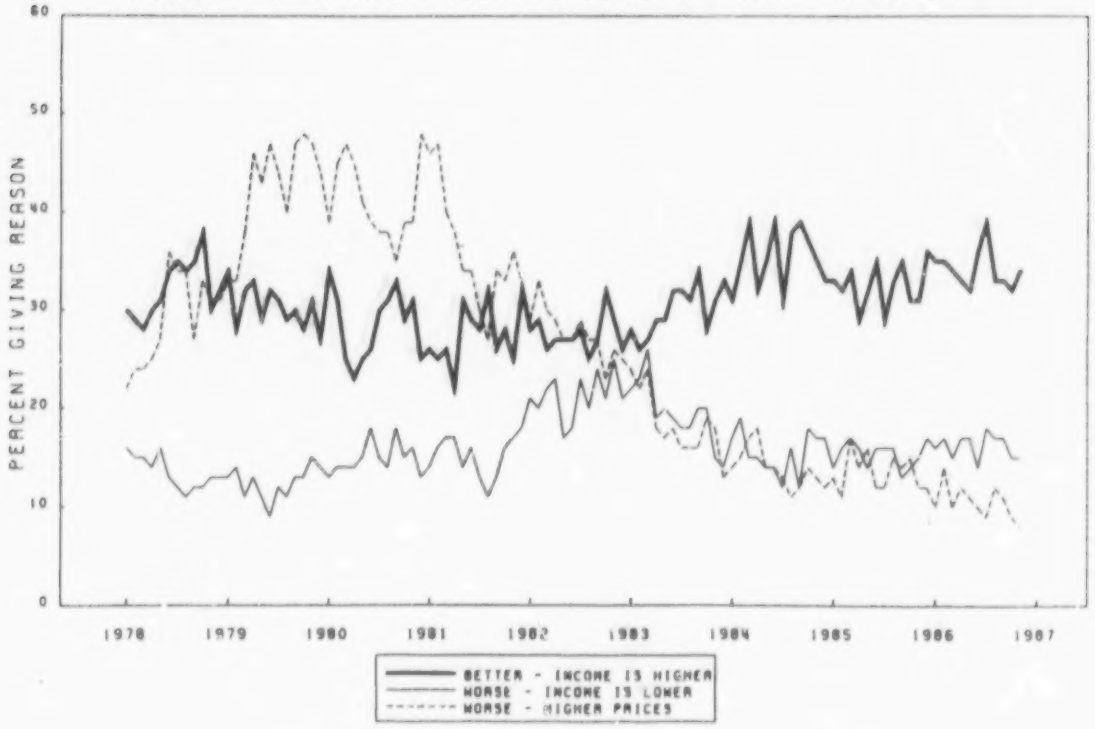


CHART 5 - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

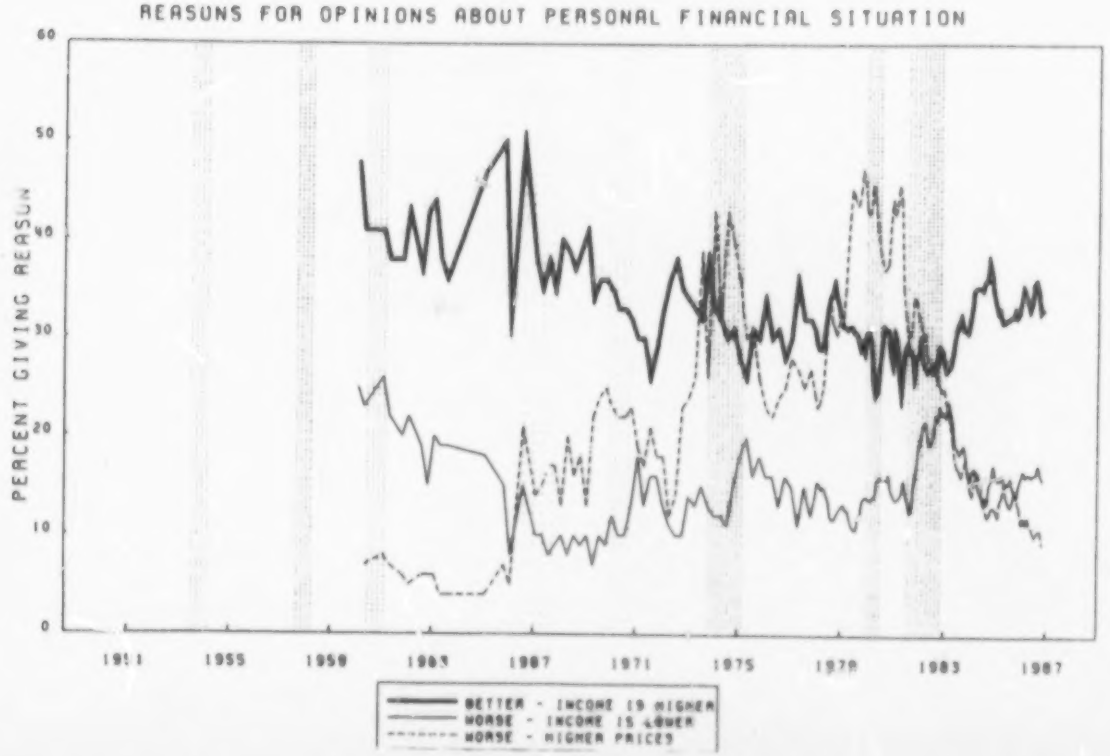


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
BETTER OFF THAN YEAR AGO:													
Income is higher	31%	36%	35%	35%	34%	33%	32%	36%	39%	33%	33%	32%	34%
WORSE OFF THAN YEAR AGO:													
Income is lower	15	17	16	17	15	17	17	14	18	17	17	15	15
Higher prices	12	12	10	14	10	12	11	10	9	12	11	9	8

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES

EXPECTED CHANGE IN FINANCIAL SITUATION

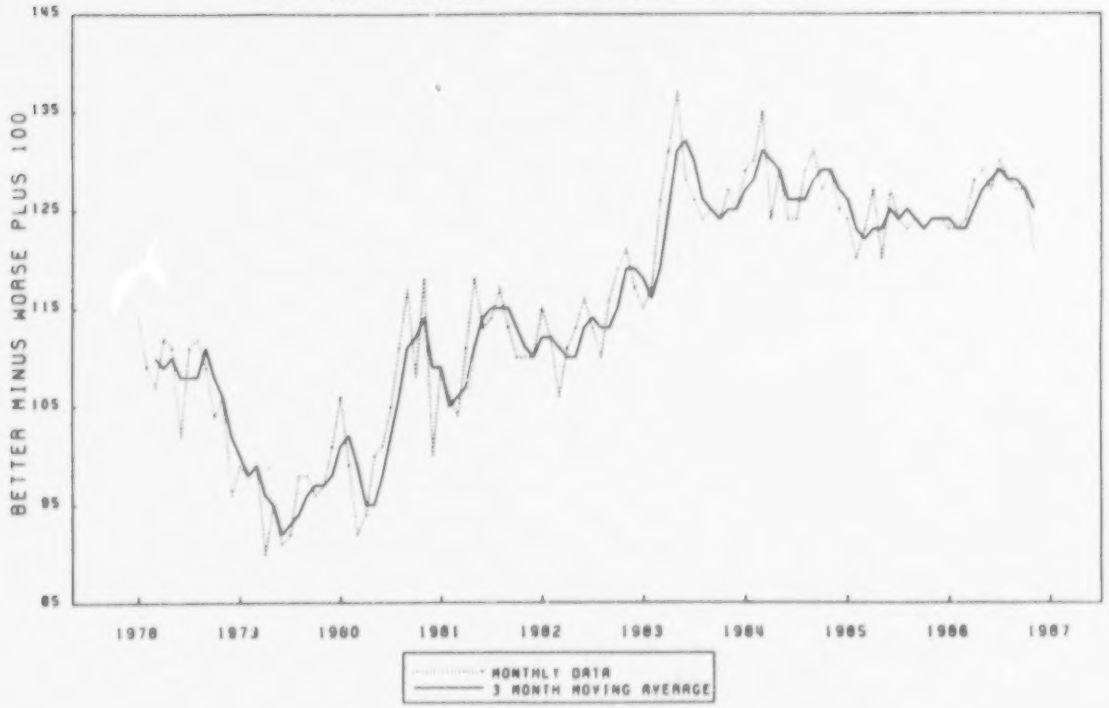


CHART 6 - HISTORICAL SERIES

EXPECTED CHANGE IN FINANCIAL SITUATION

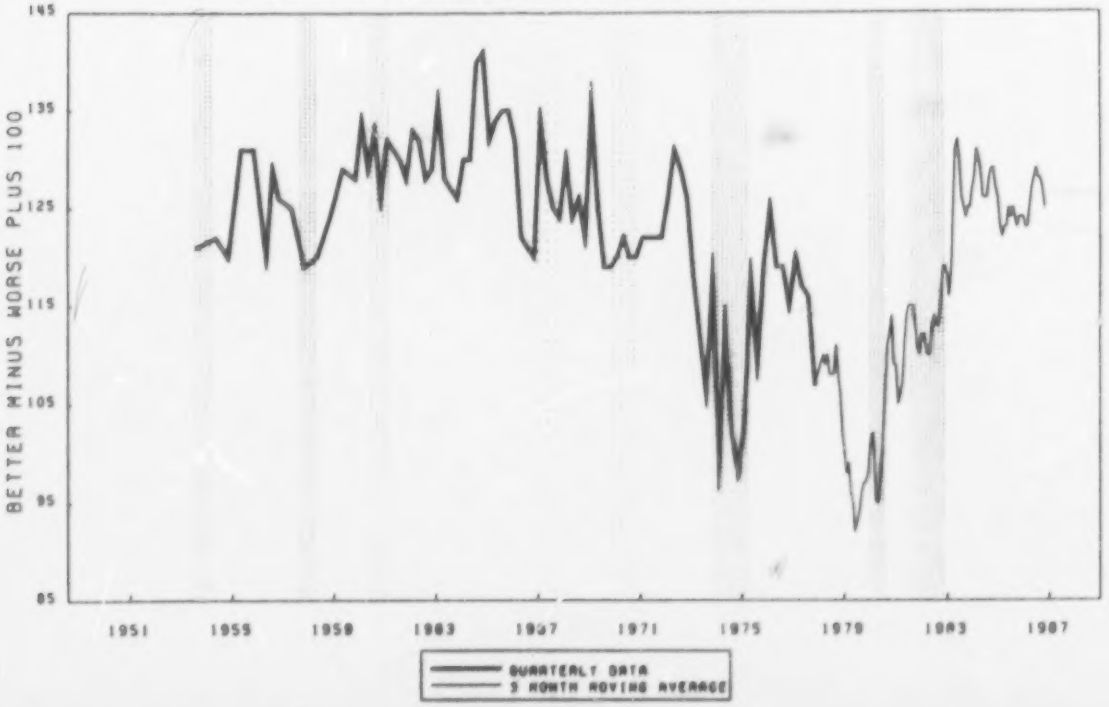


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
BETTER OFF	36%	33%	35%	35%	37%	38%	40%	38%	38%	39%	38%	37%	33%
SAME	48	55	50	50	47	49	47	49	52	48	47	51	52
WORSE OFF	12	9	12	12	13	10	11	11	8	11	11	10	12
DK,NA	4	3	3	3	3	3	2	2	2	2	4	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES

TREND IN PERSONAL FINANCIAL SITUATION

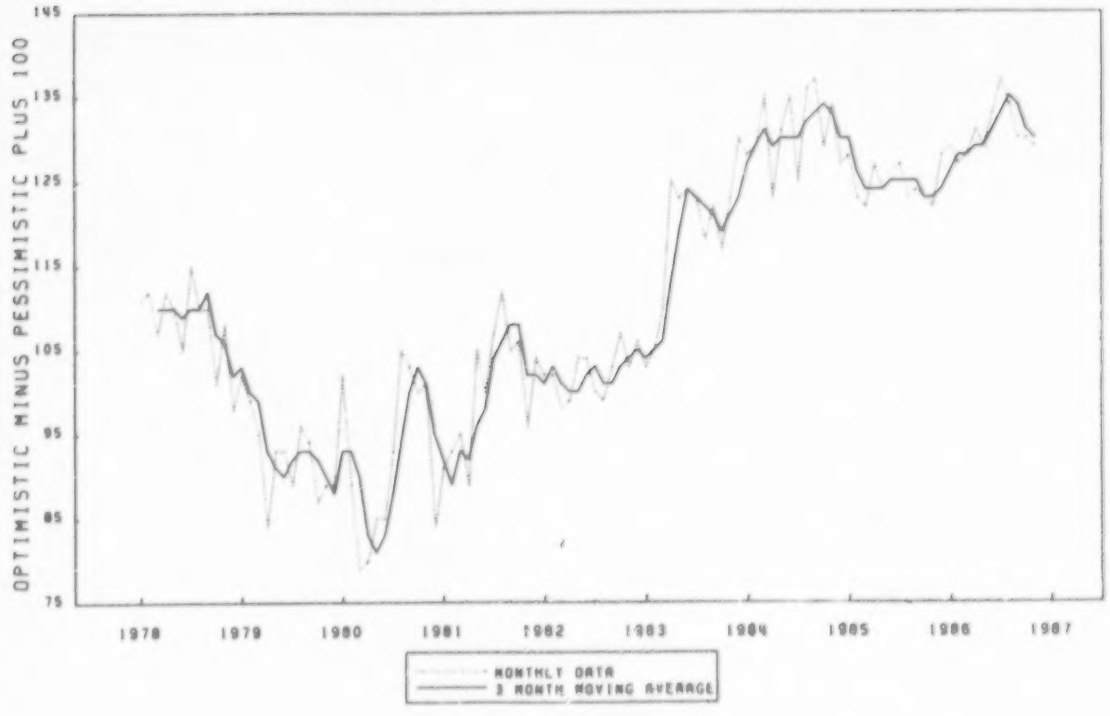


CHART 7 - HISTORICAL SERIES

TREND IN PERSONAL FINANCIAL SITUATION

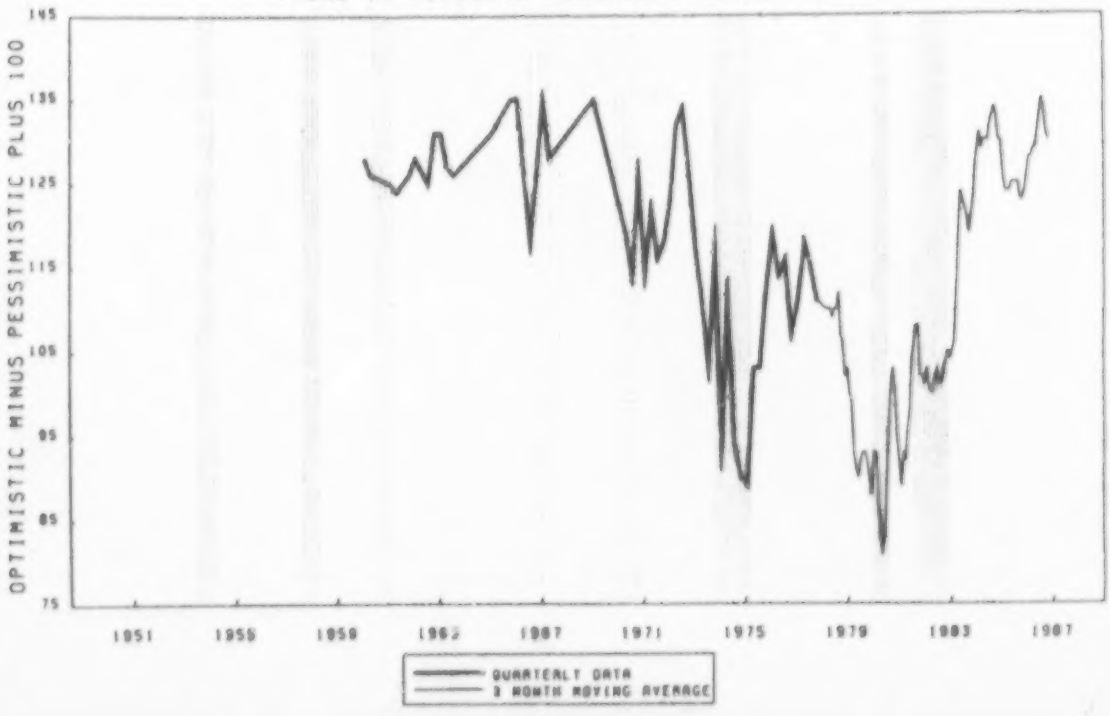


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	19%	20%	21%	20%	22%	23%	22%	22%	23%	21%	21%	22%	18%
Intermittant increase (b)	25	29	29	29	27	28	26	29	29	32	29	27	29
Remain unchanged (c)	20	18	18	16	18	16	19	18	19	15	16	19	22
Intermittant decline (d)	17	17	16	16	14	16	15	14	12	13	15	16	13
Continuous decline (e)	5	4	5	6	7	4	4	4	3	6	5	3	5
Mixed change (f)	10	10	9	11	9	10	11	11	11	11	10	11	10
DK,NA	4	2	2	2	3	3	3	2	3	2	4	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES

MEDIAN EXPECTED CHANGE IN FAMILY INCOME

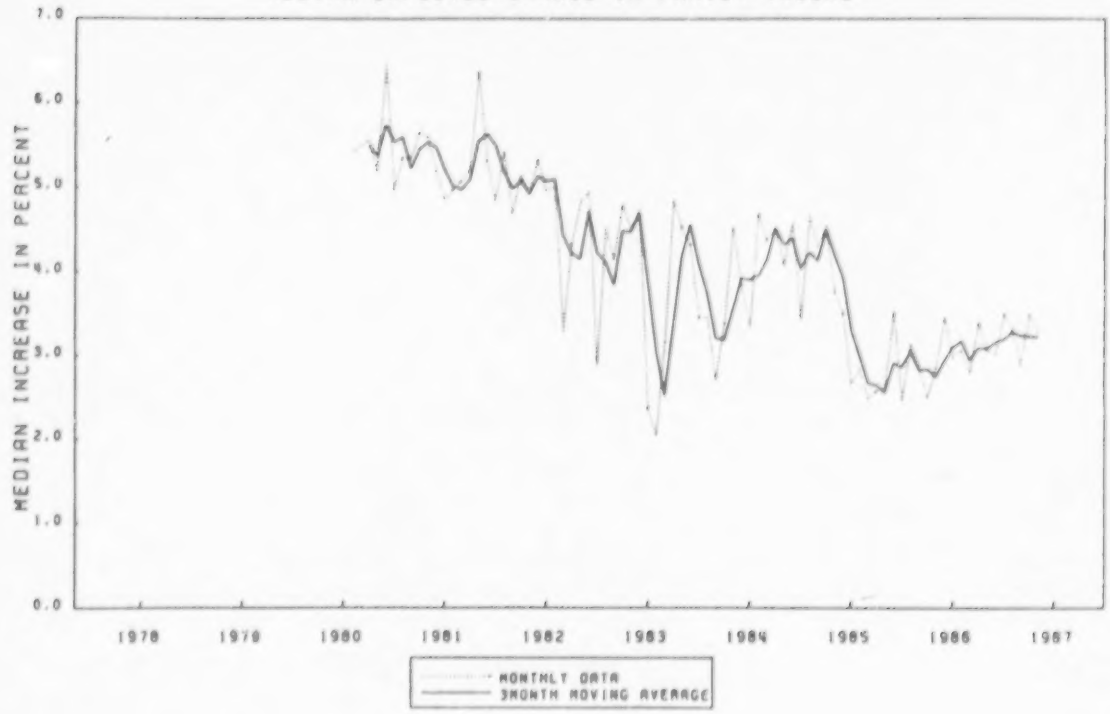


CHART 8 - HISTORICAL SERIES

MEDIAN EXPECTED CHANGE IN FAMILY INCOME

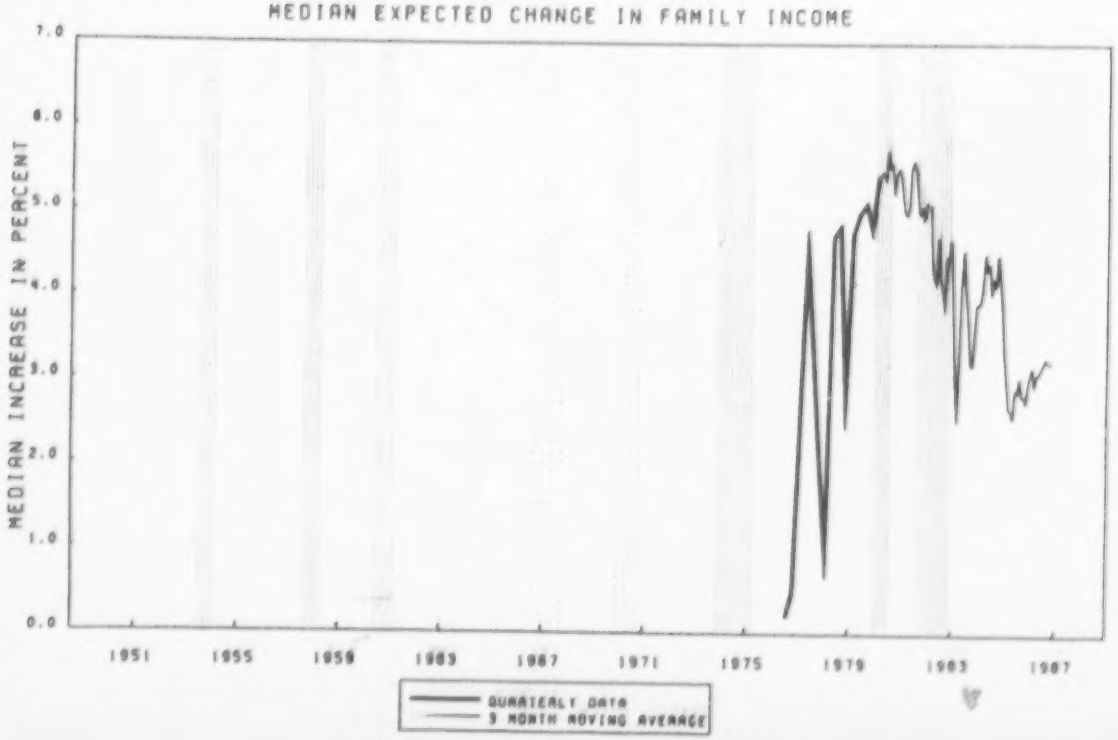


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
EXPECT INCREASE:													
1-4%	17%	14%	11%	17%	16%	13%	16%	15%	15%	16%	16%	14%	17%
5%	9	11	12	10	10	9	9	11	12	11	15	12	13
6-9%	8	8	7	8	6	8	10	8	8	7	7	6	9
10-24%	14	17	16	16	14	19	15	15	17	14	15	19	15
25% or more	6	6	7	6	7	7	6	7	8	9	4	7	6
DK how much up	4	5	4	3	4	3	3	3	4	5	3	3	4
EXPECT SAME	26	25	28	27	27	25	25	25	22	24	26	26	23
EXPECT DOWN	14	12	14	12	15	15	14	14	14	13	13	12	12
DK,NA	2	2	1	1	1	1	2	2	*	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP MORE NEXT YEAR

CHART 9 - HISTORICAL SERIES

INCOME OR PRICES UP MORE NEXT YEAR

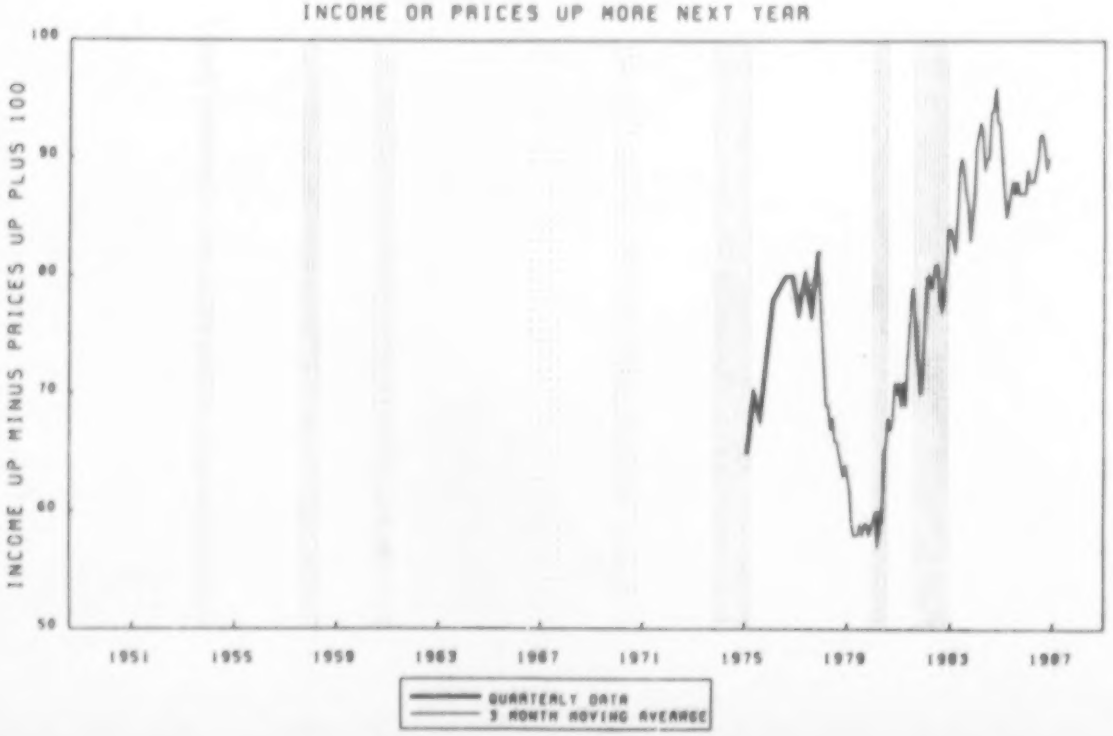


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
INCOME UP MORE	20%	23%	21%	19%	21%	21%	21%	23%	24%	22%	20%	22%	21%
INCOME UP SAME	43	42	47	43	44	45	44	43	47	44	47	45	47
PRICES UP MORE	33	33	31	35	32	31	32	32	28	32	32	32	30
DK,NA	4	2	1	3	3	3	3	2	1	2	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

CHART 10 - RECENT CHANGES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

CHART 10 - HISTORICAL SERIES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

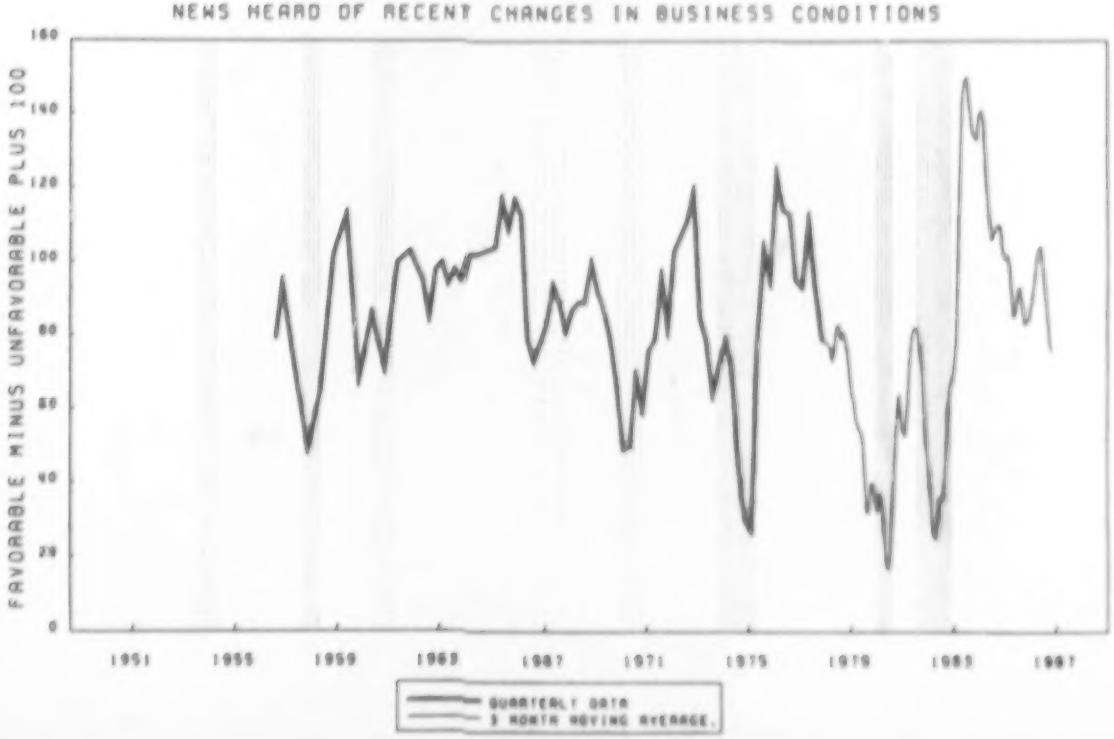


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
FAVORABLE NEWS	32%	33%	37%	34%	46%	55%	42%	42%	37%	33%	29%	23%	30%
UNFAVORABLE NEWS	47	50	41	44	47	43	44	39	44	53	51	52	53
NO MENTIONS	47	47	47	46	43	38	44	46	45	44	49	48	47

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

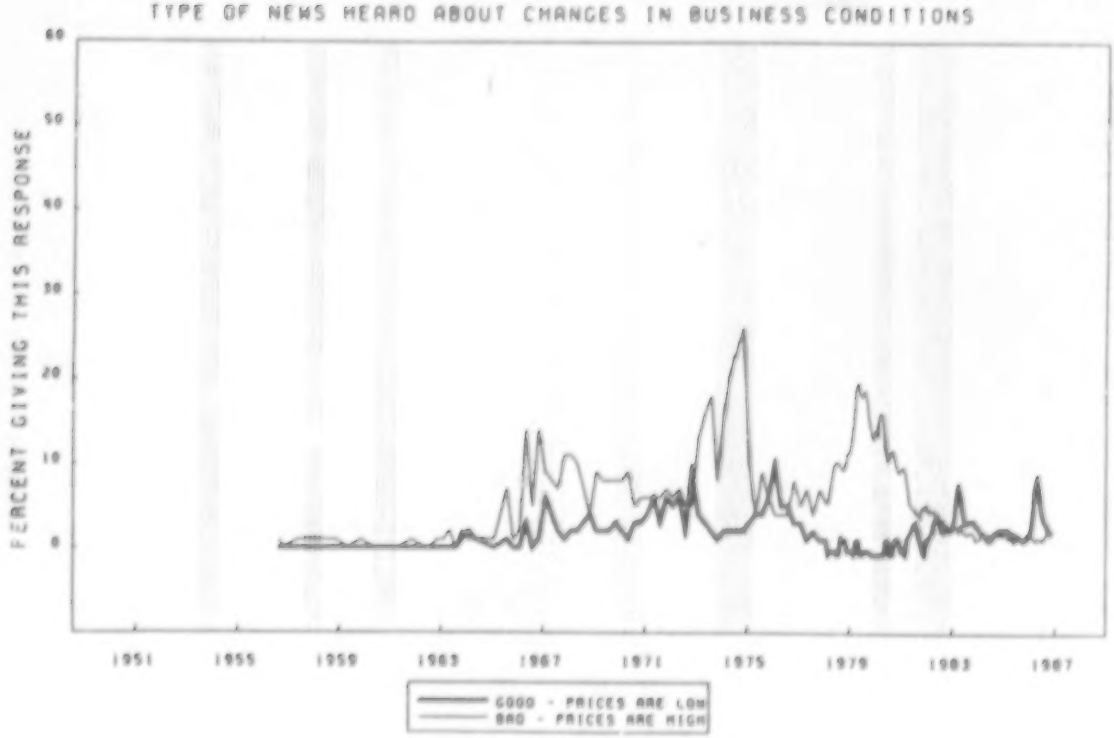


CHART 11B - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

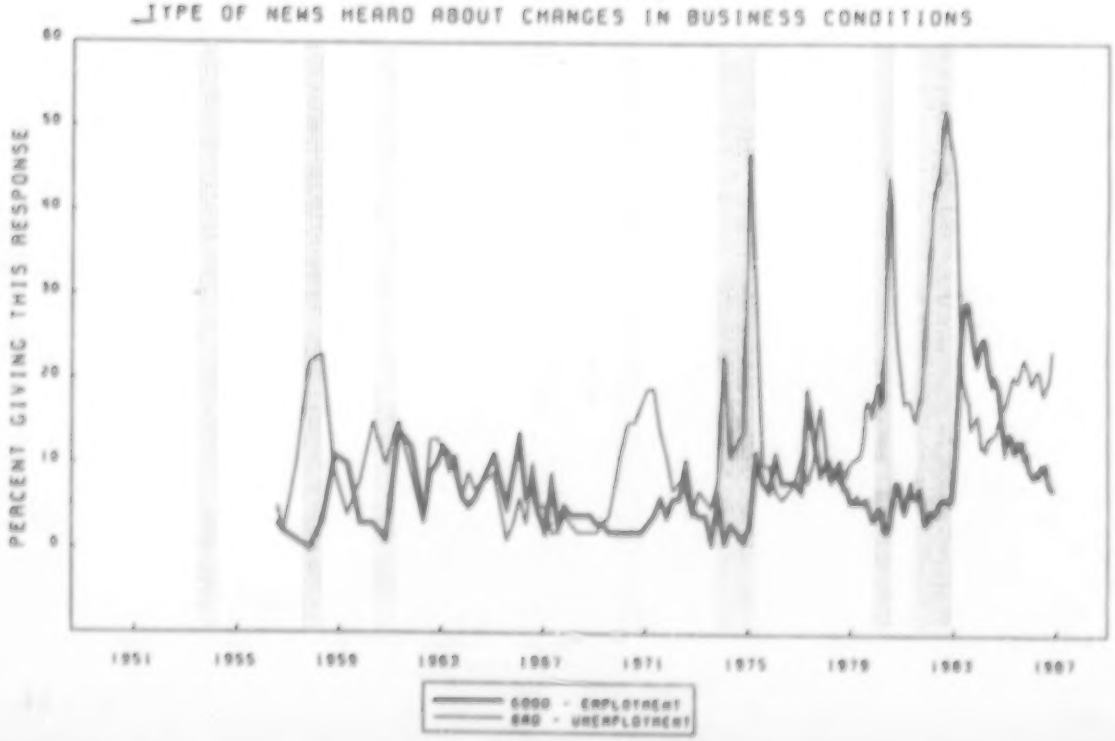


TABLE 11

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
FAVORABLE NEWS:													
Government; elections	3%	2%	2%	2%	*	1%	2%	3%	3%	2%	2%	1%	3%
Employment	12	8	8	10	8	10	9	11	9	10	6	7	9
Higher consumer demand	3	3	3	1	3	3	2	2	1	3	2	3	2
Lower prices	1	2	2	3	8	11	6	3	4	3	2	2	2
Easier credit	6	7	9	8	15	17	11	9	11	7	11	8	5
UNFAVORABLE NEWS:													
Government; elections	4	5	5	3	3	3	3	4	5	5	6	8	6
Unemployment	21	20	18	21	23	20	20	18	19	21	19	23	29
Lower consumer demand	2	5	3	1	2	2	3	2	1	2	1	2	2
Higher prices	2	2	2	1	1	1	2	1	*	3	2	2	1
Tighter credit	2	2	1	*	*	1	1	2	1	1	1	*	1
Energy crisis	*	*	*	*	*	*	1	*	*	*	*	*	*

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 12 - RECENT CHANGES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

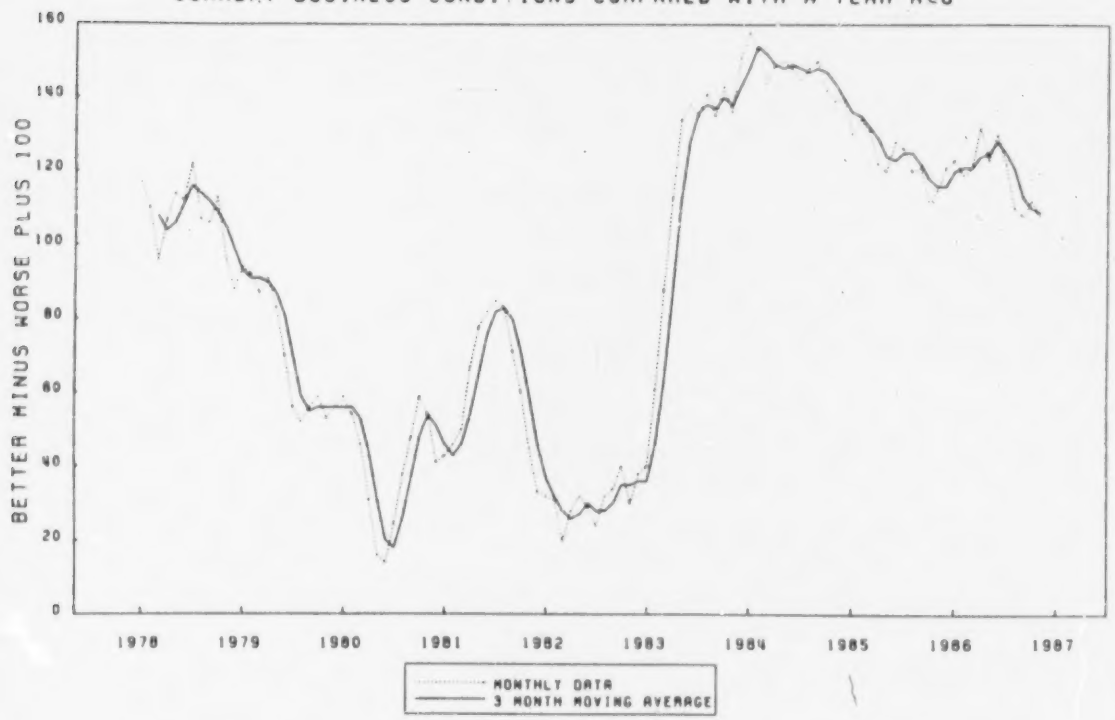


CHART 12 - HISTORICAL SERIES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

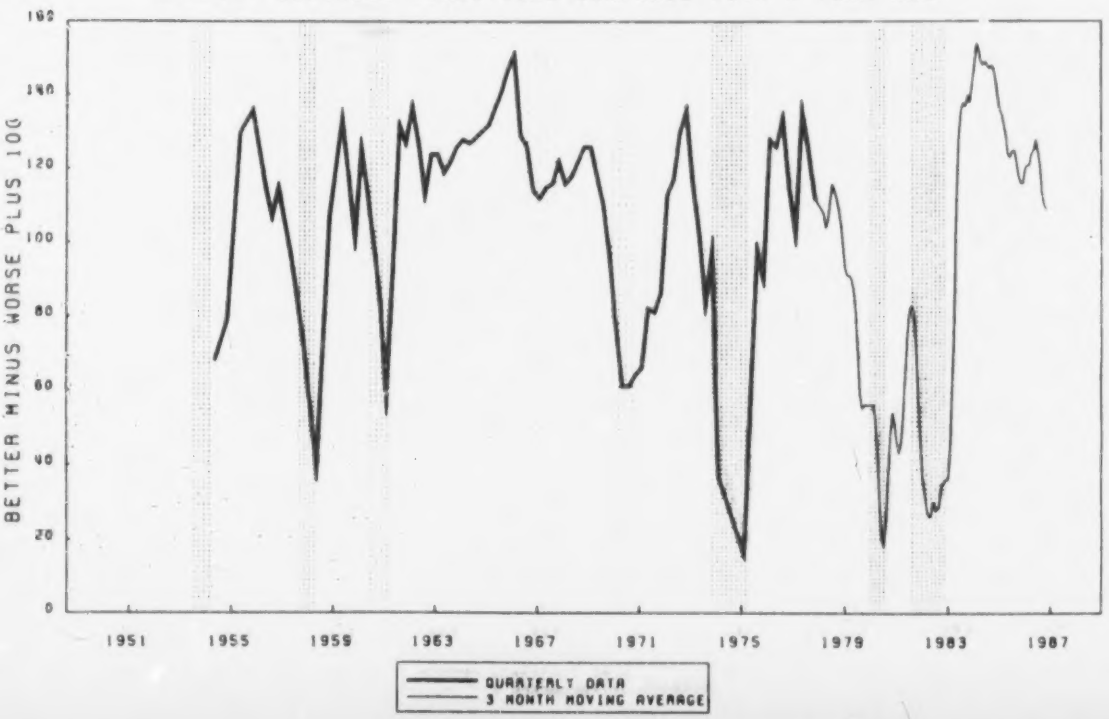


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
BETTER NOW	50%	52%	52%	51%	53%	61%	54%	60%	53%	47%	47%	47%	45%
SAME	12	16	17	15	13	9	13	8	14	14	13	15	16
WORSE NOW	35	31	29	32	32	29	31	30	31	37	39	35	37
DK,NA	3	1	2	2	2	1	2	2	2	2	1	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

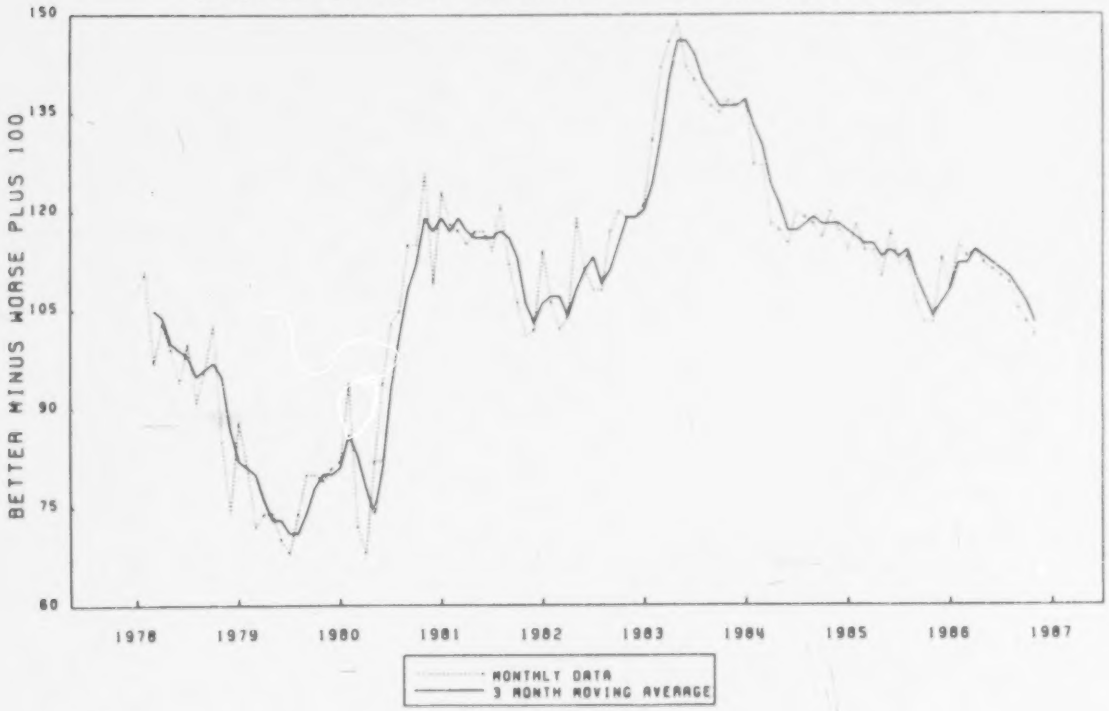


CHART 13 - HISTORICAL SERIES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

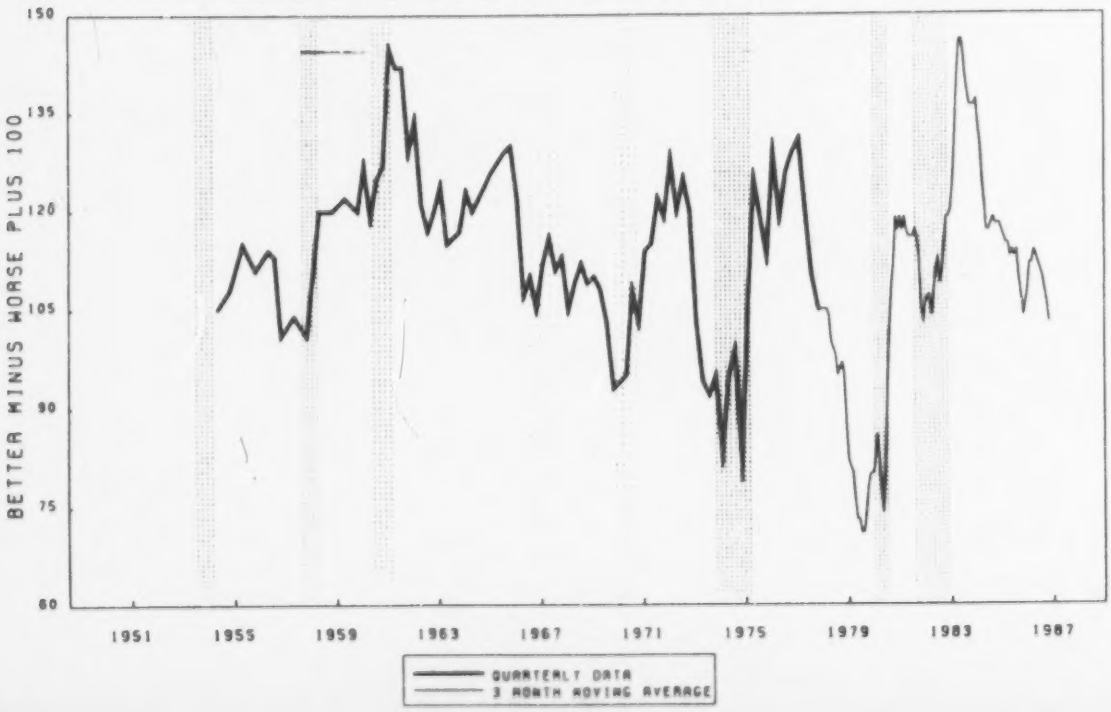


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
BETTER	21%	27%	24%	27%	29%	29%	26%	25%	24%	26%	23%	21%	20%
SAME	59	58	58	59	53	55	57	60	60	56	55	59	59
WORSE	18	14	16	12	16	15	14	14	14	17	18	18	19
DK,NA	2	1	2	2	2	1	3	1	2	1	4	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

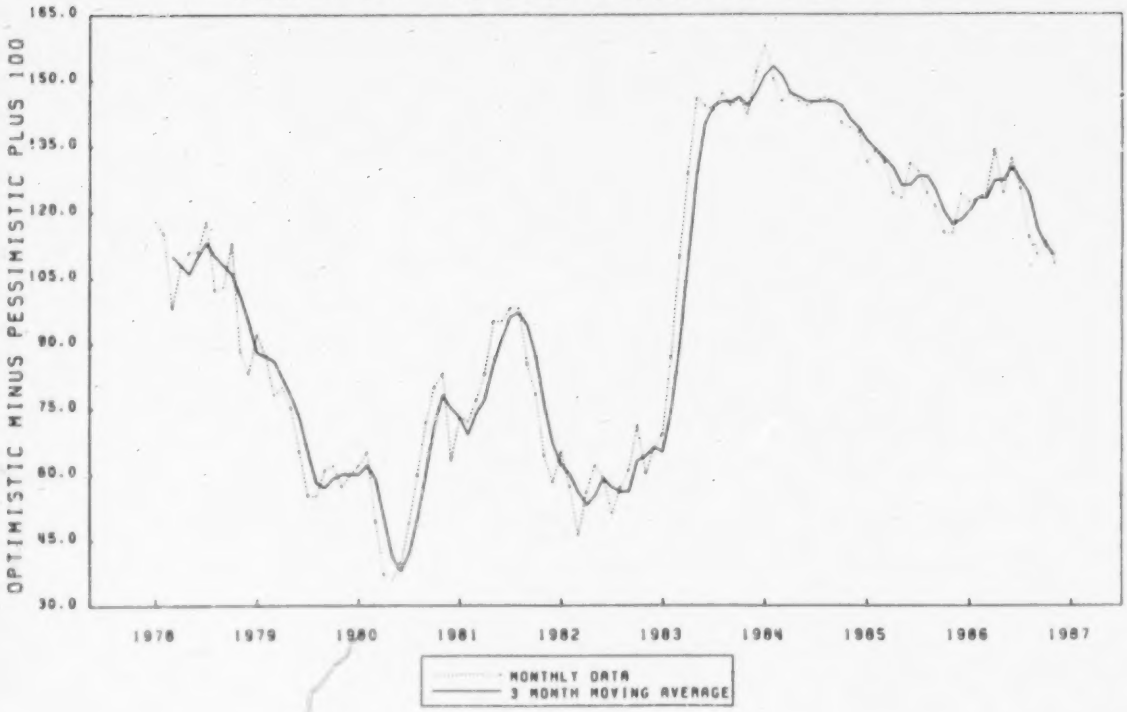


CHART 14 - HISTORICAL SERIES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

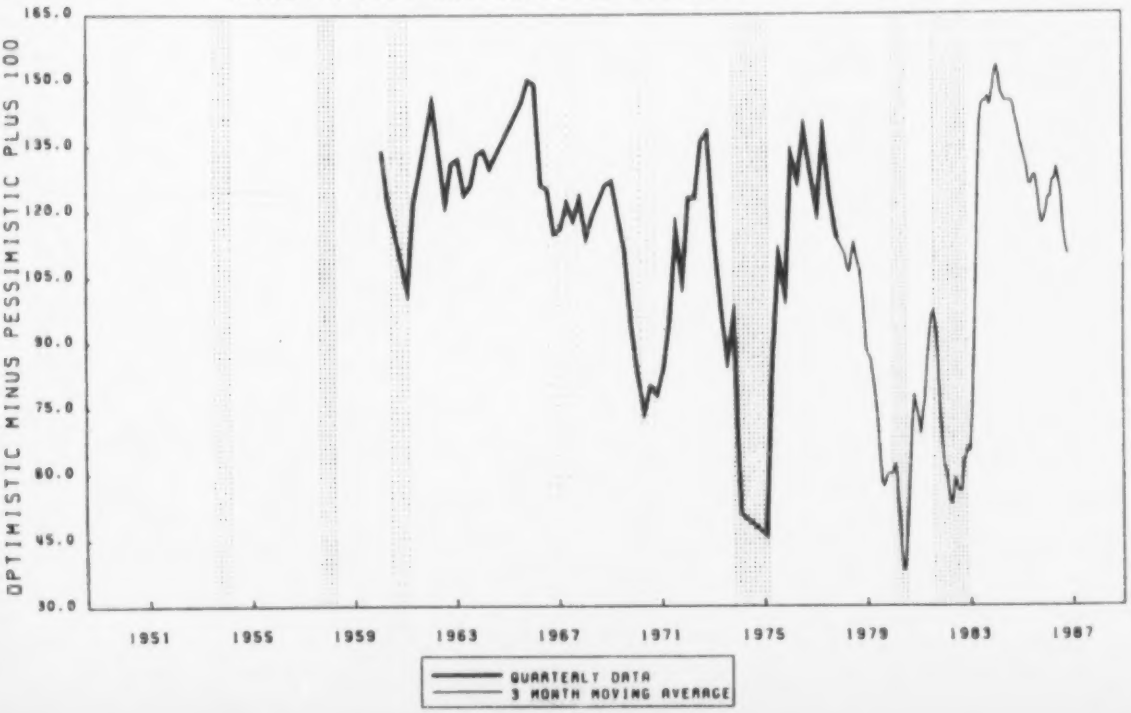


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
TREND:													
Continuous increase (a)	14%	19%	16%	19%	20%	23%	19%	18%	16%	17%	15%	13%	12%
Intermittant increase (b)	34	33	33	33	32	35	33	41	36	29	29	31	30
Remain unchanged (c)	8	10	11	10	7	7	8	5	10	10	8	10	10
Intermittant decline (d)	21	19	19	20	18	14	20	17	18	20	22	21	23
Continuous decline (e)	12	9	8	9	10	10	8	10	9	12	12	10	11
Mixed change (f)	7	7	10	6	10	8	9	7	8	9	10	11	11
DK,NA	4	3	3	3	3	3	3	2	3	3	4	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

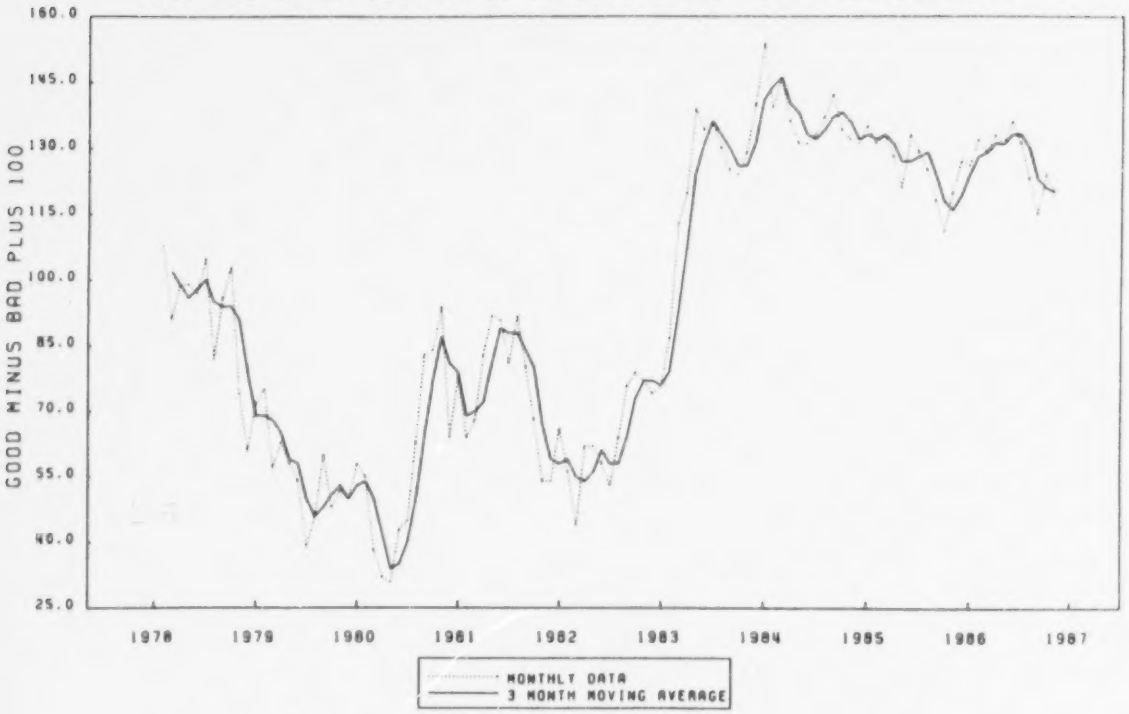


CHART 15 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

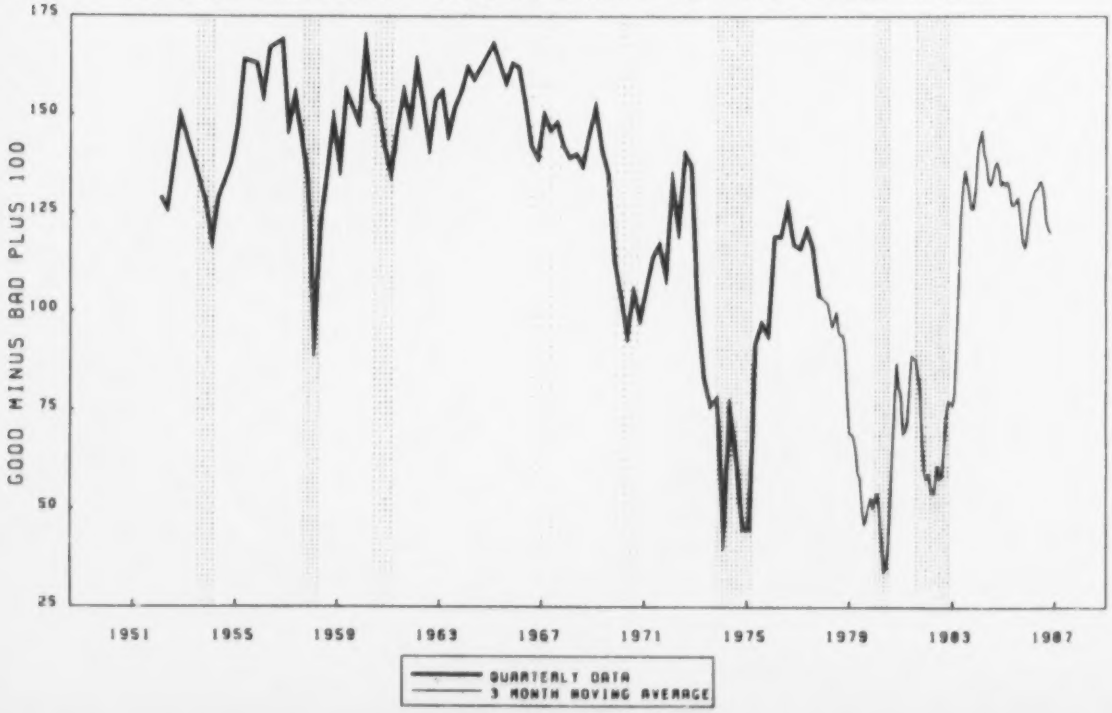


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
GOOD TIMES	53%	57%	58%	61%	58%	61%	60%	62%	61%	55%	50%	55%	53%
UNCERTAIN; GOOD & BAD	4	4	3	2	3	2	2	2	3	4	3	3	3
BAD TIMES	33	30	32	29	29	28	29	26	30	32	35	31	33
DON'T KNOW	6	7	5	4	7	6	5	6	4	5	8	4	5
NOT ASCERTAINED	4	2	2	4	3	3	4	4	2	4	4	7	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

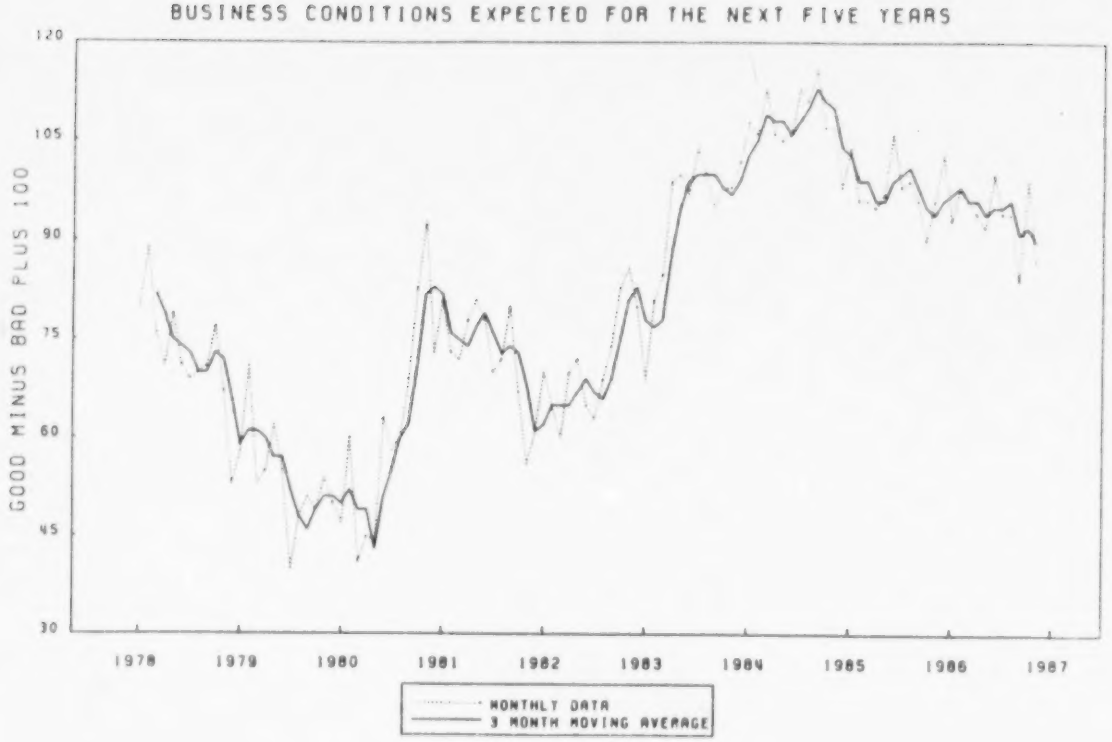


CHART 16 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

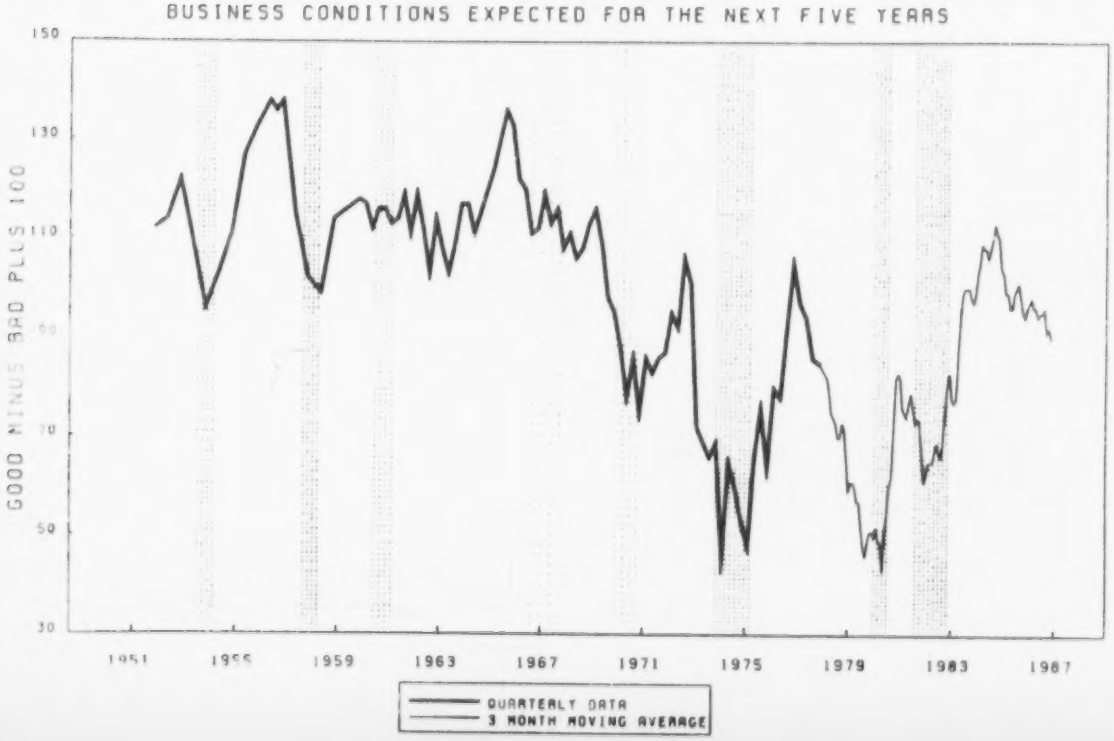


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
GOOD TIMES	38%	40%	39%	42%	39%	36%	37%	40%	38%	39%	33%	41%	35%
UNCERTAIN; GOOD & BAD	14	17	12	11	13	18	14	14	13	10	11	13	14
BAD TIMES	42	37	46	44	43	42	45	40	44	45	49	42	48
NOT ASCERTAINED	6	6	3	3	5	4	4	6	5	6	7	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

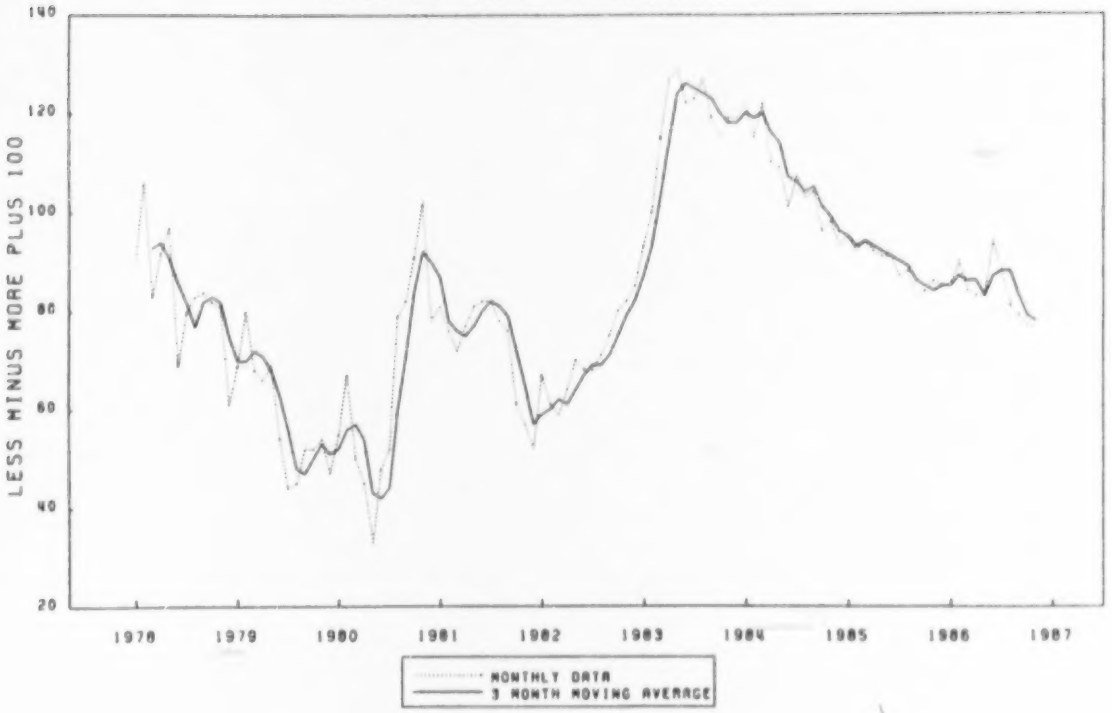


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

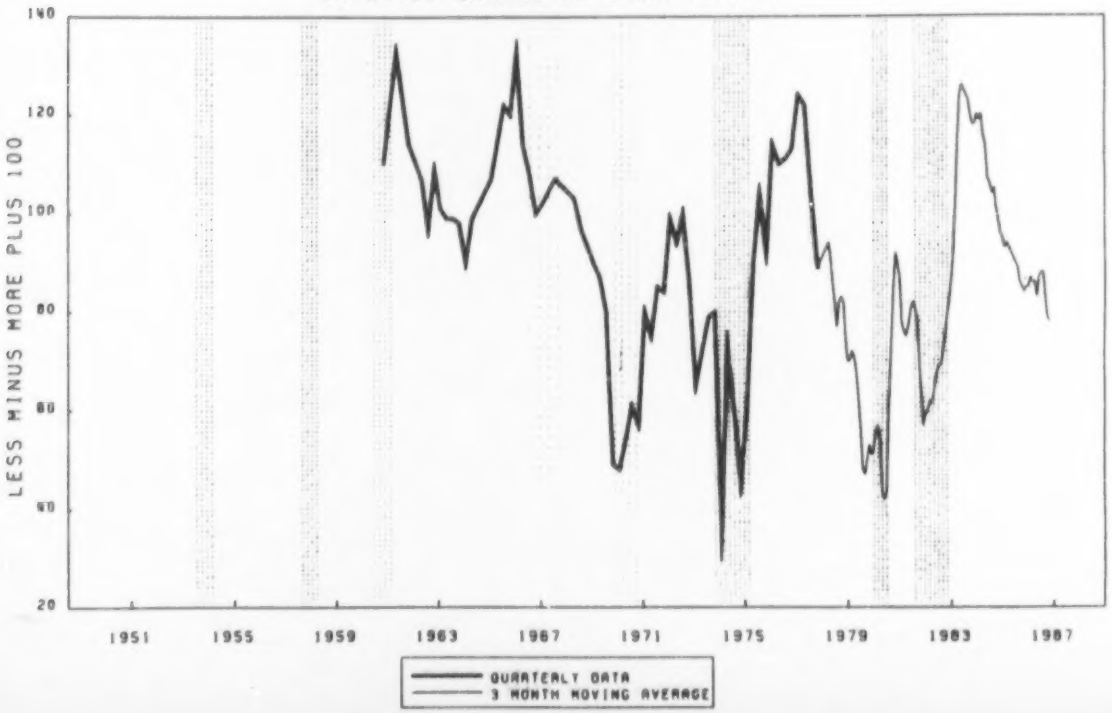


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
LESS	15%	15%	15%	19%	17%	15%	14%	20%	15%	13%	11%	10%	11%
SAME	54	54	54	51	48	51	54	53	56	54	54	55	54
MORE	29	30	30	29	33	32	31	26	27	32	32	33	34
DK,NA	2	1	1	1	2	2	1	1	2	1	3	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

CHART 18 - RECENT CHANGES

EXPECTED CHANGE IN INTEREST RATES

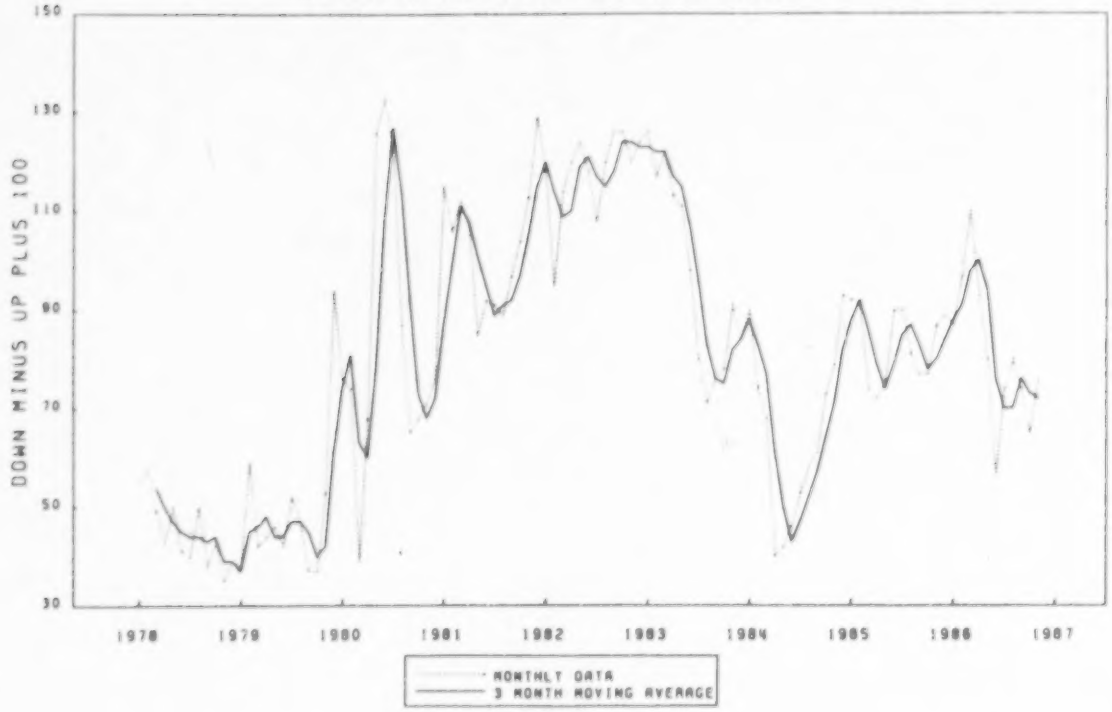


CHART 18 - HISTORICAL SERIES

EXPECTED CHANGE IN INTEREST RATES

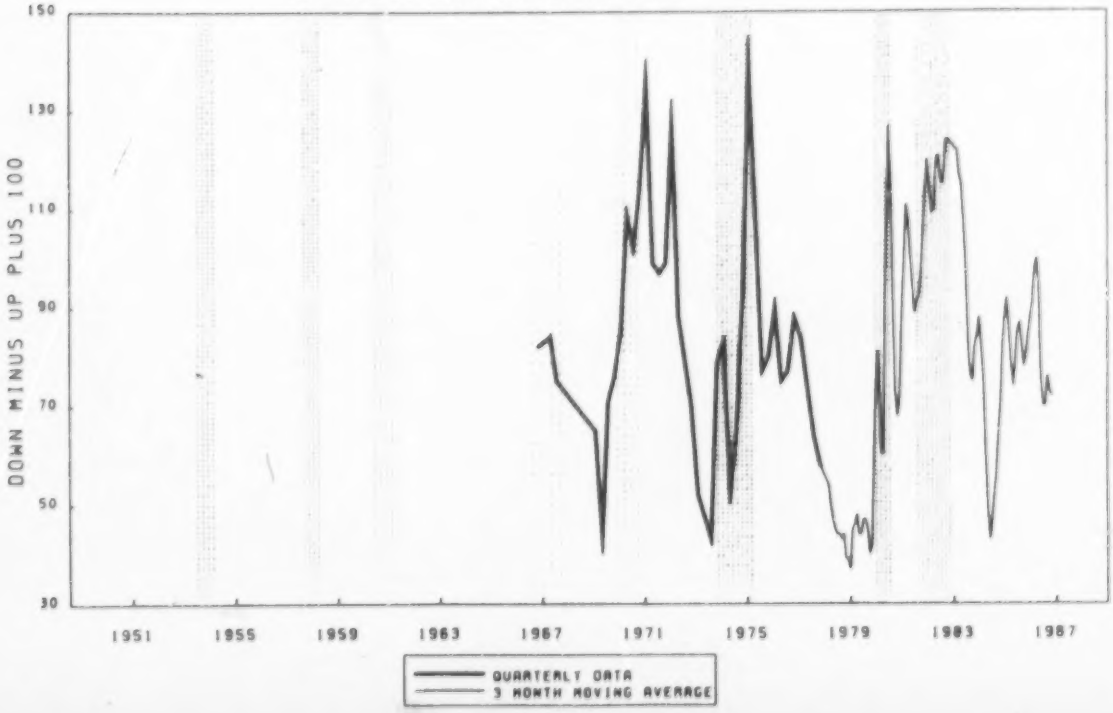


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
GO UP	36%	36%	38%	30%	26%	35%	41%	54%	45%	42%	49%	50%	43%
STAY THE SAME	37	37	34	40	35	34	35	34	35	34	26	33	37
GO DOWN	23	25	25	27	36	28	21	10	19	22	23	15	19
DK,NA	4	2	3	3	3	3	3	2	1	2	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

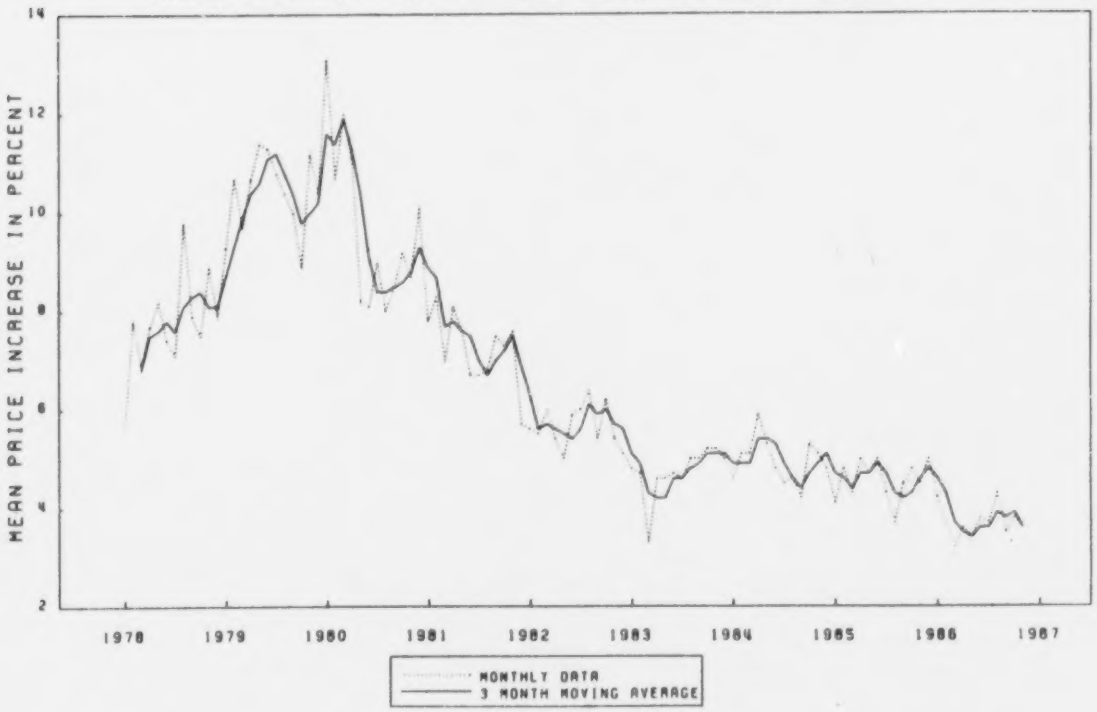


CHART 19 - HISTORICAL SERIES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

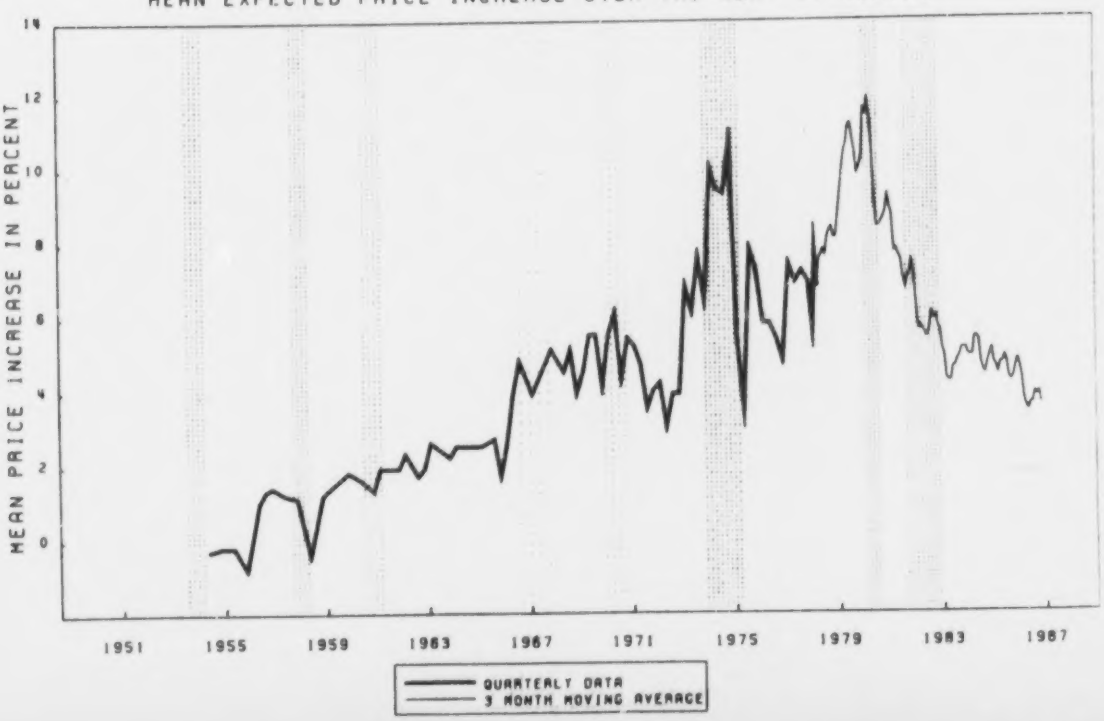


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
SAME OR DOWN	25%	21%	24%	28%	36%	35%	31%	22%	29%	21%	23%	22%	22%
WILL GO UP BY:													
1-2%	14	11	16	16	13	15	13	20	13	18	18	17	19
3-4%	20	22	24	19	16	18	22	20	23	24	23	19	25
5%	16	18	14	17	15	11	14	16	16	14	16	21	15
6-9%	6	6	6	6	4	5	5	6	5	7	5	5	6
10-14%	9	9	6	5	6	7	6	6	5	8	5	8	7
15% or more	5	7	5	3	3	4	3	4	4	4	3	2	2
DK how much up	3	5	4	4	6	4	4	5	4	4	6	5	3
DK,NA	2	1	1	2	1	1	2	1	1	*	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.5	5.0	4.2	3.7	3.2	3.6	3.4	3.8	3.7	4.3	3.5	3.8	3.6
VARIANCE	42	43	47	38	39	42	27	23	32	38	18	17	28
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

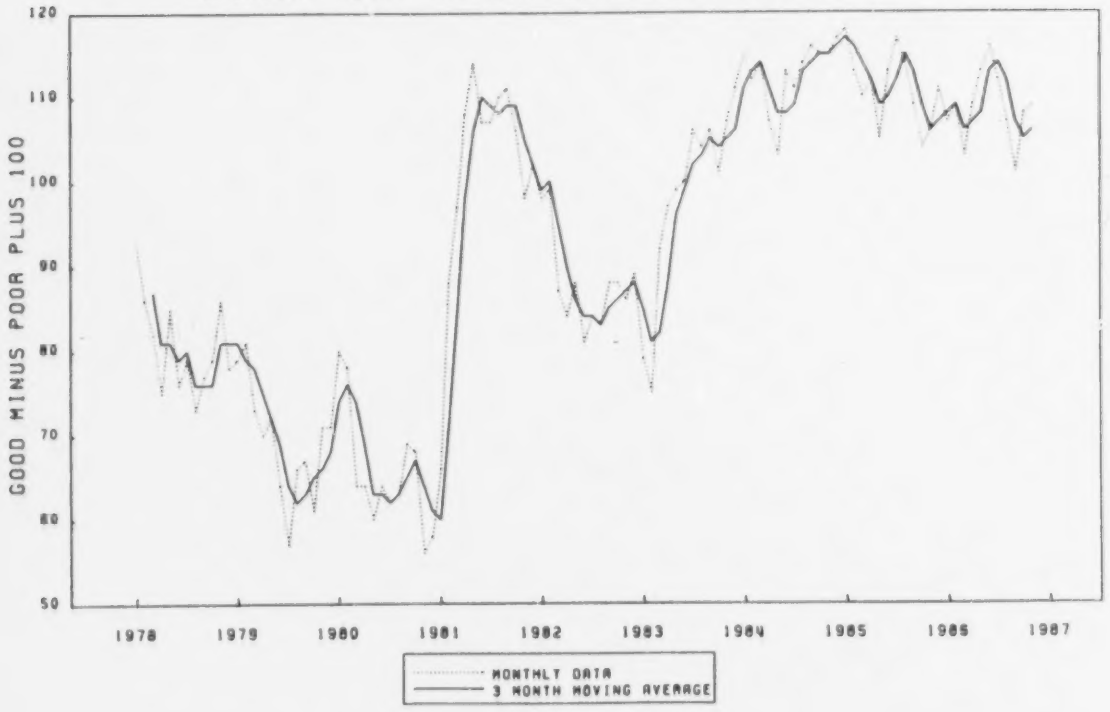


CHART 20 - HISTORICAL SERIES

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

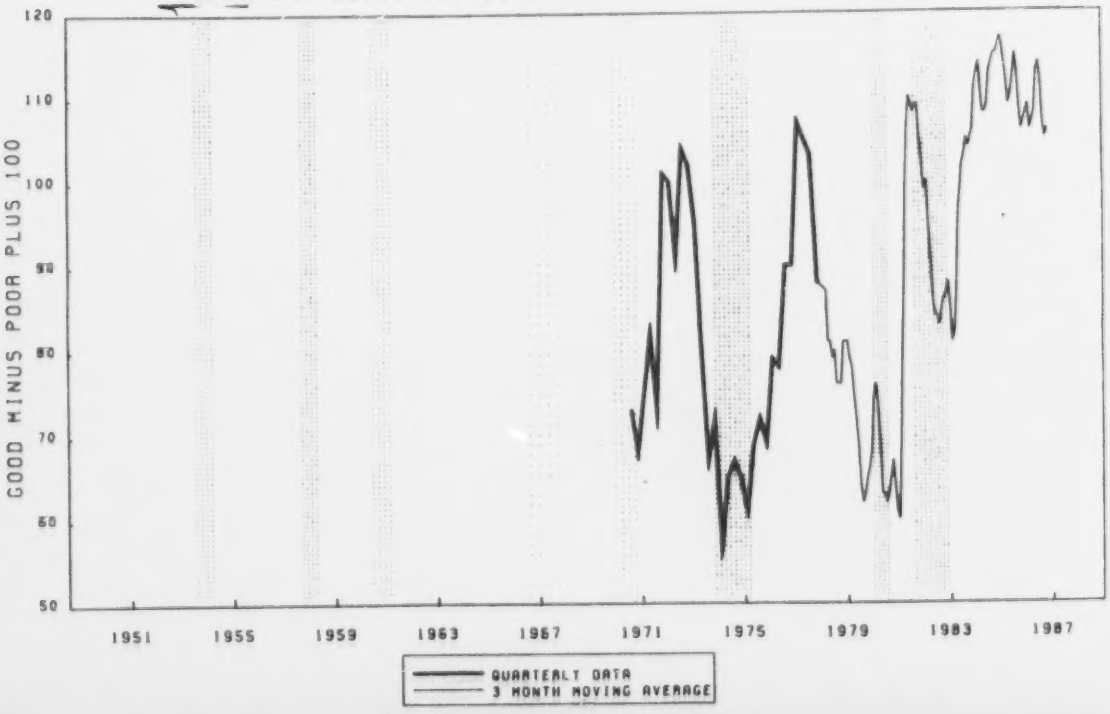


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
A GOOD JOB	28%	28%	27%	29%	25%	29%	30%	33%	29%	28%	22%	27%	28%
ONLY FAIR	48	53	52	48	51	50	49	49	52	50	54	52	51
A POOR JOB	22	17	20	20	22	20	17	17	17	21	21	19	19
DK,NA	2	2	1	3	2	1	4	1	2	1	3	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

CHART 21 - RECENT CHANGES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

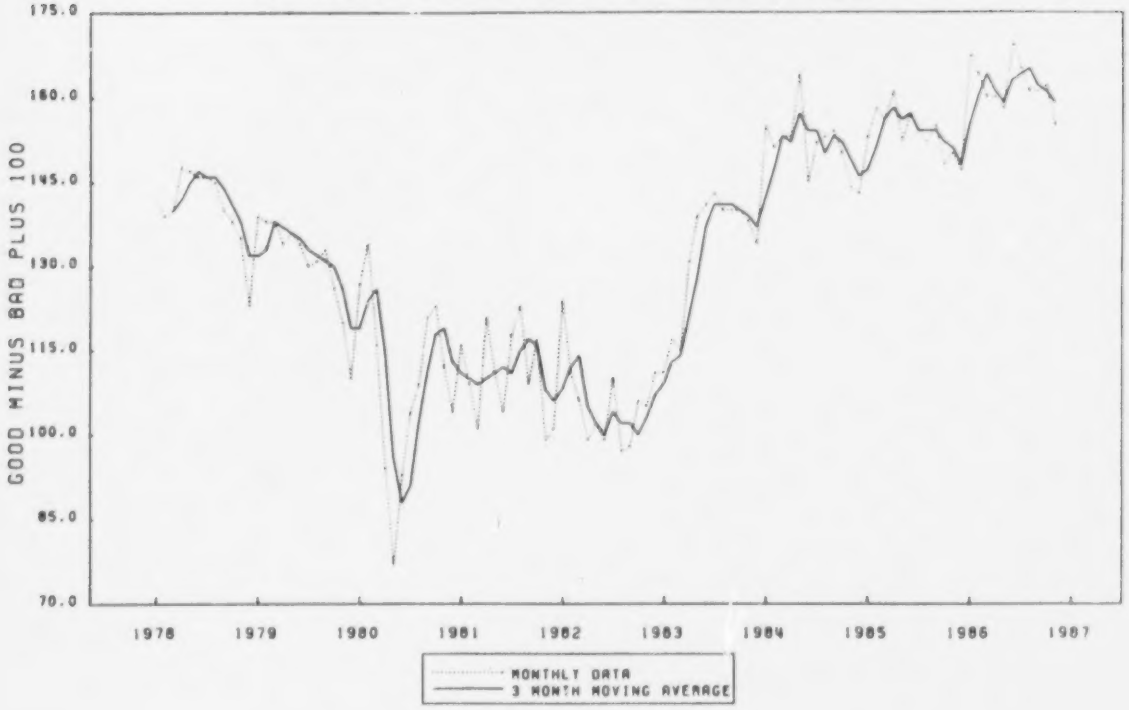


CHART 21 - HISTORICAL SERIES

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

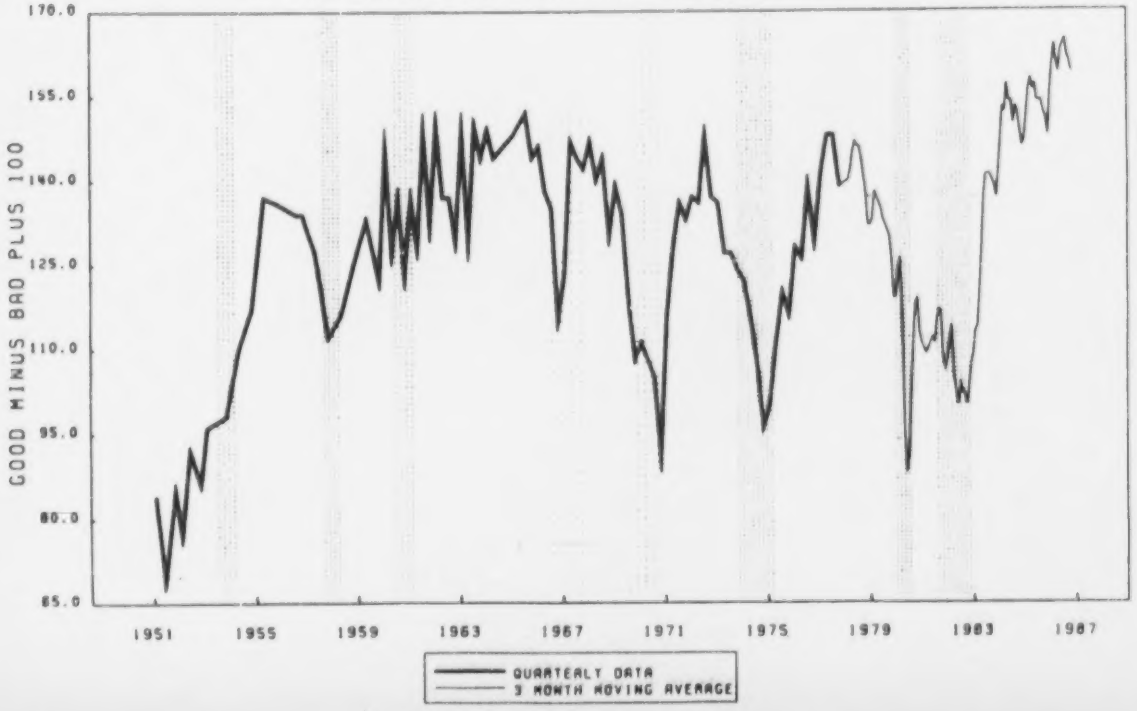


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
GOOD TIME TO BUY	70%	69%	80%	78%	75%	75%	75%	81%	79%	77%	76%	76%	72%
UNCERTAIN, DEPENDS	10	9	8	8	10	10	8	8	7	7	9	10	11
BAD TIME TO BUY	20	22	12	14	15	15	17	11	14	16	15	14	17
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

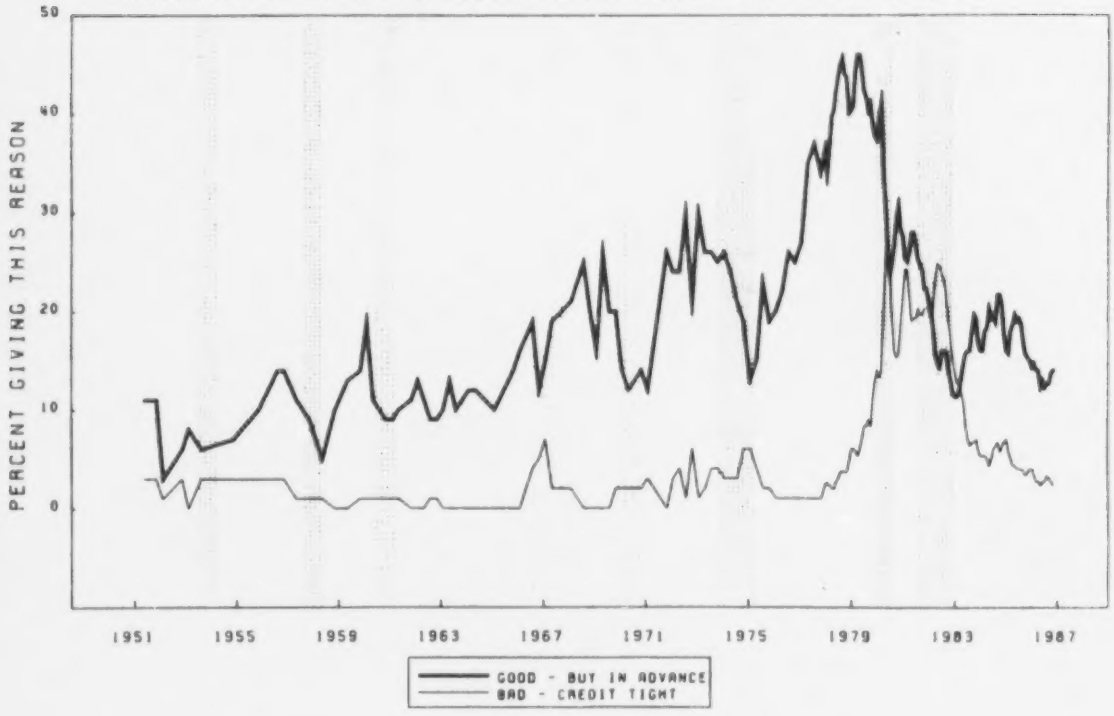


CHART 22B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

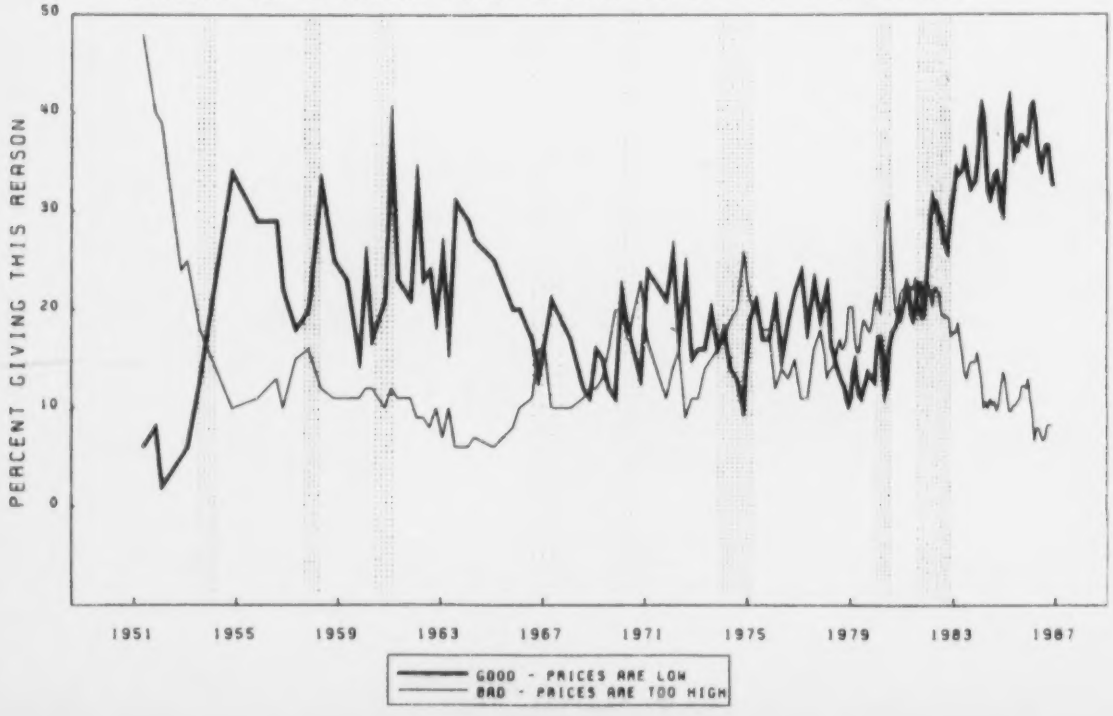


TABLE 22

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
GOOD TIME TO BUY:													
Prices are low; good buys available	37%	42%	43%	38%	37%	35%	33%	35%	40%	35%	35%	33%	30%
Prices won't come down; are going higher	16	14	13	17	12	13	12	14	11	13	14	14	14
Interest rates low; credit is easy	12	12	18	20	21	29	31	31	26	26	29	26	25
BAD TIME TO BUY:													
Prices are high	11	17	5	7	8	9	7	6	7	8	10	7	8
Interest rates are high; credit is tight	5	4	3	3	2	3	2	3	3	4	2	2	3
Lack of purchasing power	7	5	6	6	8	7	9	5	6	7	8	7	8

Responses to the query: "Why do you say so?" following the question on Table 21.

+ : May add to more than 100% due to multiple mentions.

CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

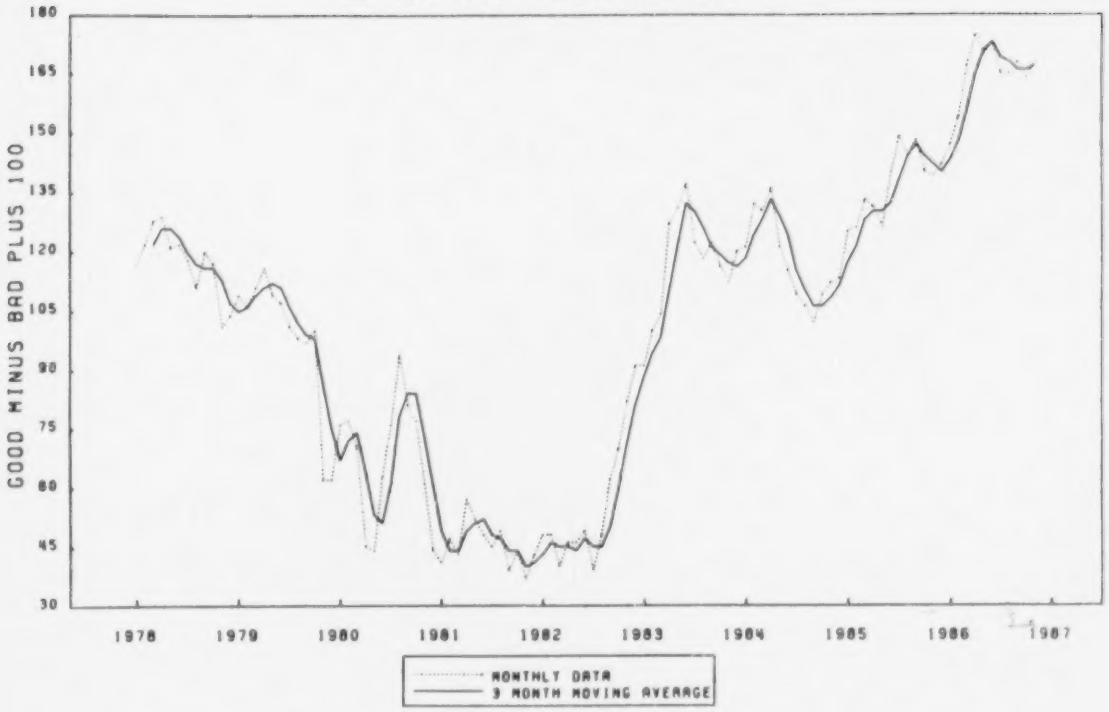


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

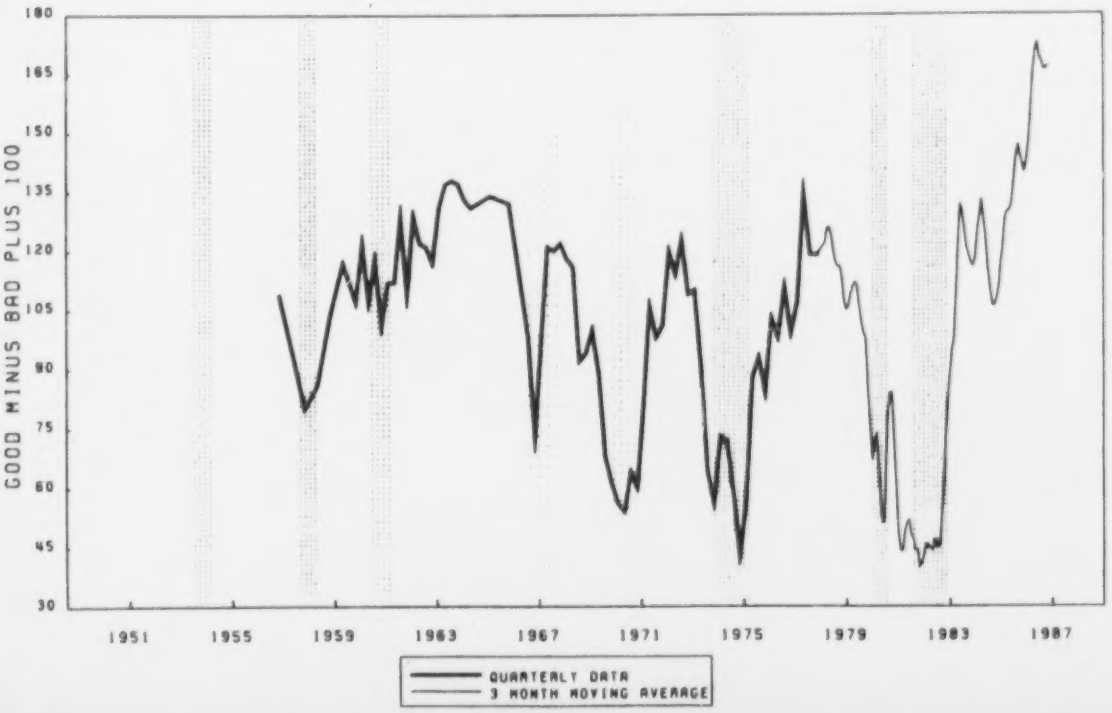


TABLE 23

BUYING CONDITIONS FOR HOUSES

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
GOOD TIME TO BUY	67%	68%	72%	76%	82%	86%	83%	86%	82%	81%	83%	81%	83%
UNCERTAIN, DEPENDS	5	6	3	2	3	3	4	1	1	3	2	2	2
BAD TIME TO BUY	28	26	25	22	15	11	13	13	17	16	15	17	15
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

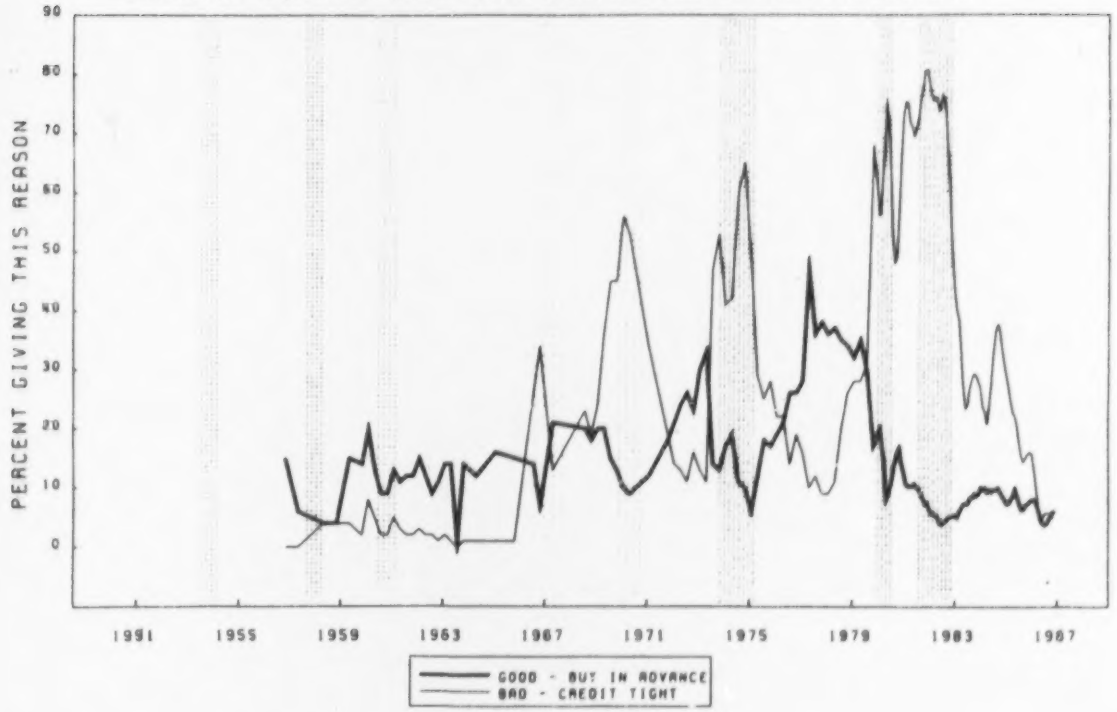


CHART 24B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

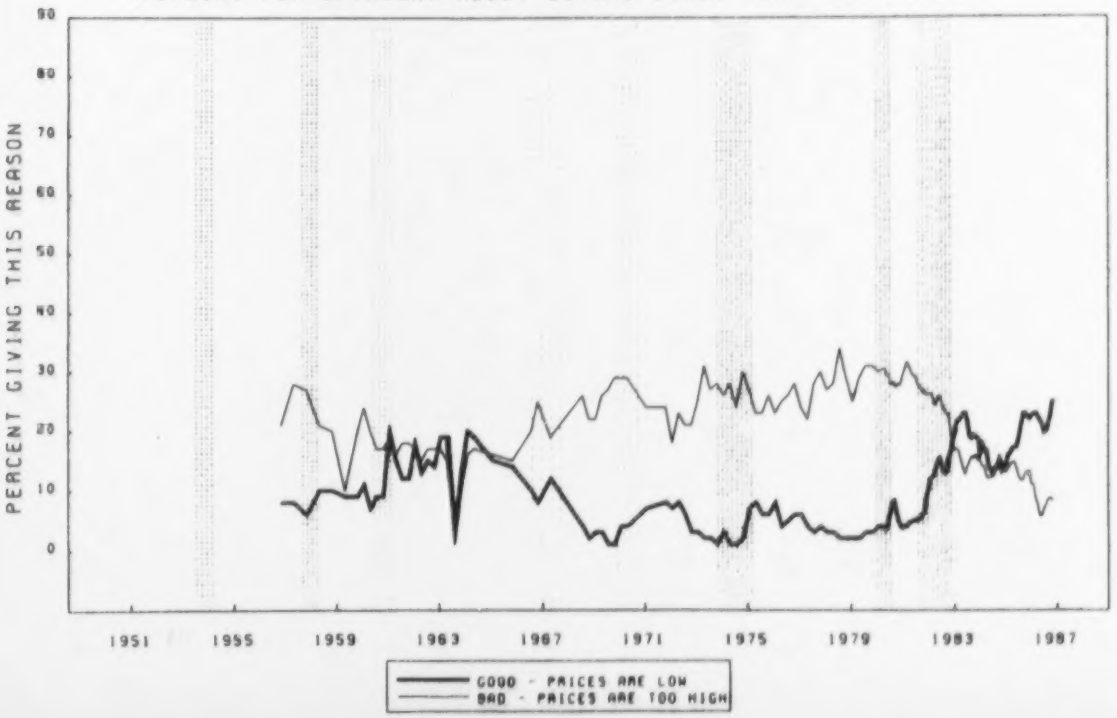


TABLE 24

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
GOOD TIME TO BUY:													
Prices are low; good buys available	21%	23%	24%	22%	23%	22%	20%	21%	18%	21%	26%	22%	27%
Prices won't come down; are going higher	8	8	8	8	6	5	3	4	4	4	6	6	6
Interest rates low; credit is easy	52	53	60	64	76	83	80	83	77	78	79	75	75
Good investment	4	5	6	4	5	3	3	3	5	3	5	6	5
BAD TIME TO BUY:													
Prices are high	12	13	8	12	6	5	6	6	9	8	9	9	7
Interest rates are high; credit is tight	18	15	14	11	5	4	5	5	7	5	5	5	5
Lack of purchasing power	10	6	10	8	8	6	6	6	7	8	6	8	8

Responses to the query: "Why do you say so?" following the question on Table 23.

+ : May add to more than 100% due to multiple mentions.

CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

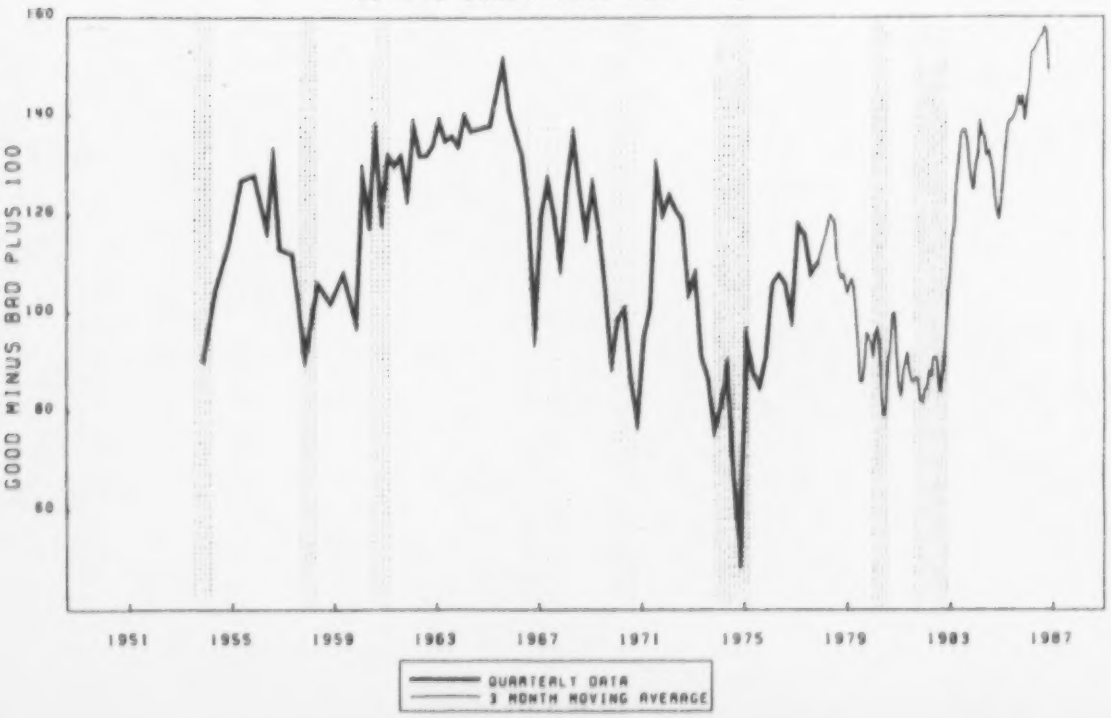


TABLE 25

BUYING CONDITIONS FOR CARS

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
GOOD TIME TO BUY	68%	63%	71%	73%	74%	73%	75%	77%	74%	73%	81%	72%	63%
UNCERTAIN; DEPENDS	8	9	9	6	8	5	6	5	6	8	3	7	6
BAD TIME TO BUY	24	28	20	21	18	22	19	18	20	19	16	21	31
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	651	652	656	656	658	658	655	658	665	653	659	651	656

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

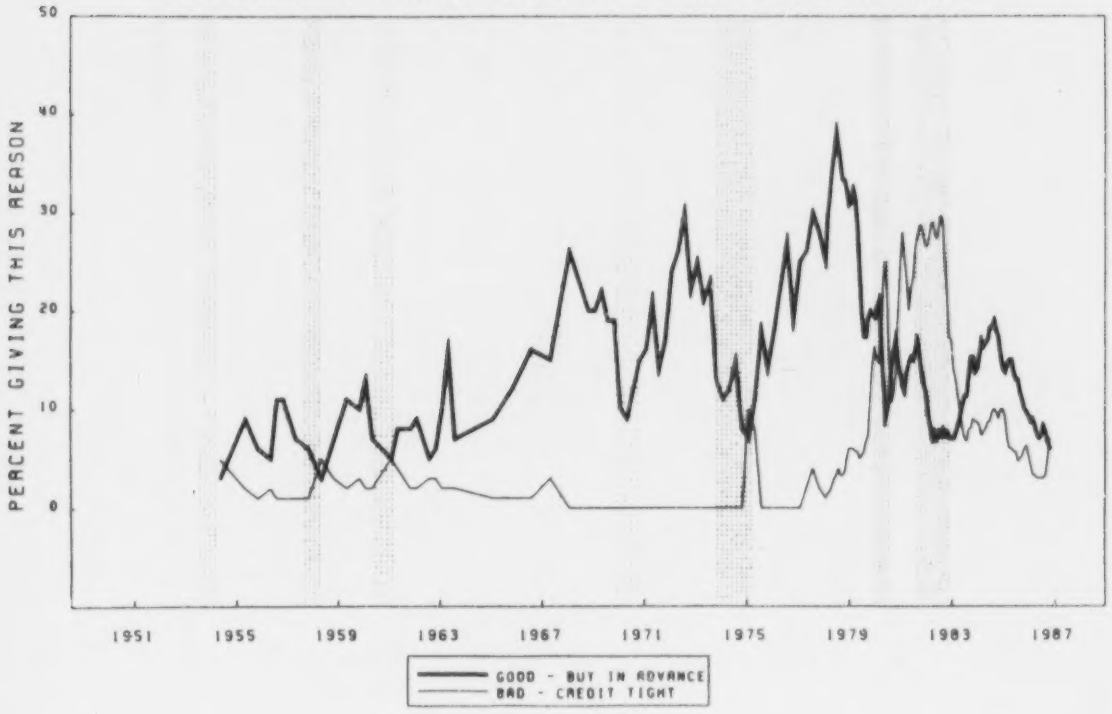


CHART 26B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

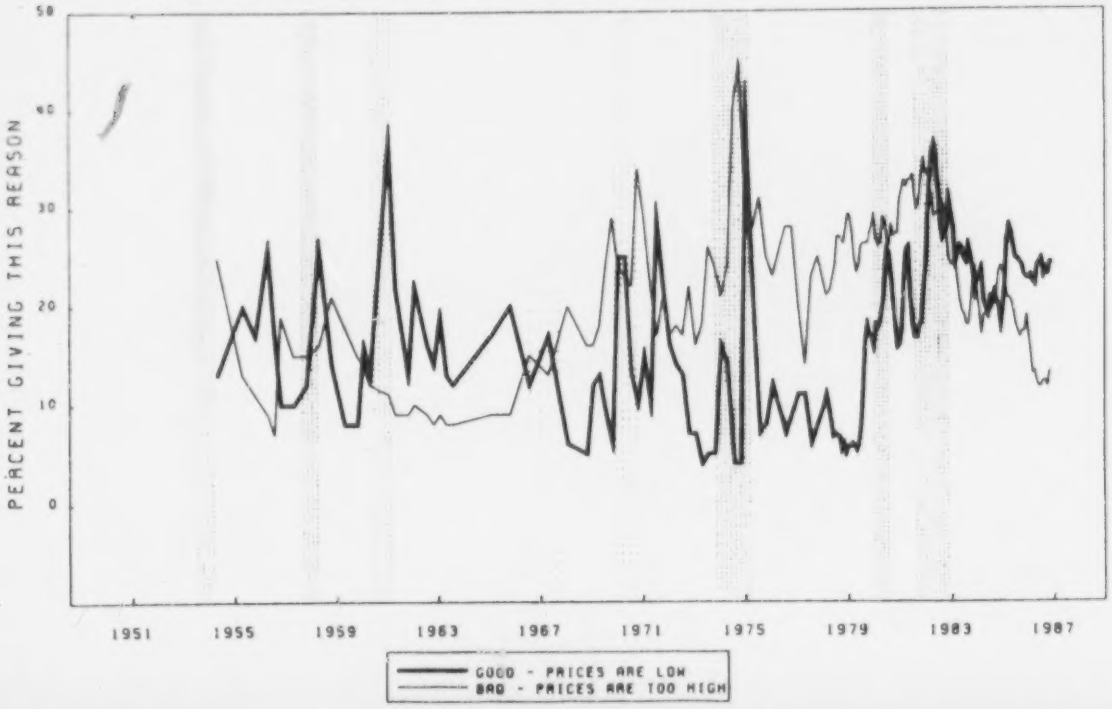


TABLE 26

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Nov. 1985	Dec. 1985	Jan. 1986	Feb. 1986	Mar. 1986	Apr. 1986	May 1986	June 1986	July 1986	Aug. 1986	Sept 1986	Oct. 1986	Nov. 1986
GOOD TIME TO BUY:													
Prices are low; good buys available	21%	24%	23%	22%	22%	22%	28%	23%	23%	23%	25%	22%	26%
Prices won't come down; are going higher	11	8	9	9	9	7	6	8	8	9	6	5	7
Interest rates low; credit is easy	40	37	51	53	54	54	58	62	53	52	73	58	43
New fuel efficient models	2	1	*	1	*	1	*	*	1	*	*	*	*
BAD TIME TO BUY:													
Prices are high	18	20	13	13	13	14	10	11	14	12	11	12	17
Interest rates are high; credit is tight	7	6	3	4	3	3	3	3	3	3	4	8	9
Lack of purchasing power	4	4	5	5	4	6	6	4	5	5	2	2	4
Price of gas; shortages	*	*	*	*	*	*	*	*	*	*	*	*	*
Poor selection; quality	1	4	4	2	3	2	2	2	3	1	1	1	2

Responses to the query: "Why do you say so?" following the question on Table 25.

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

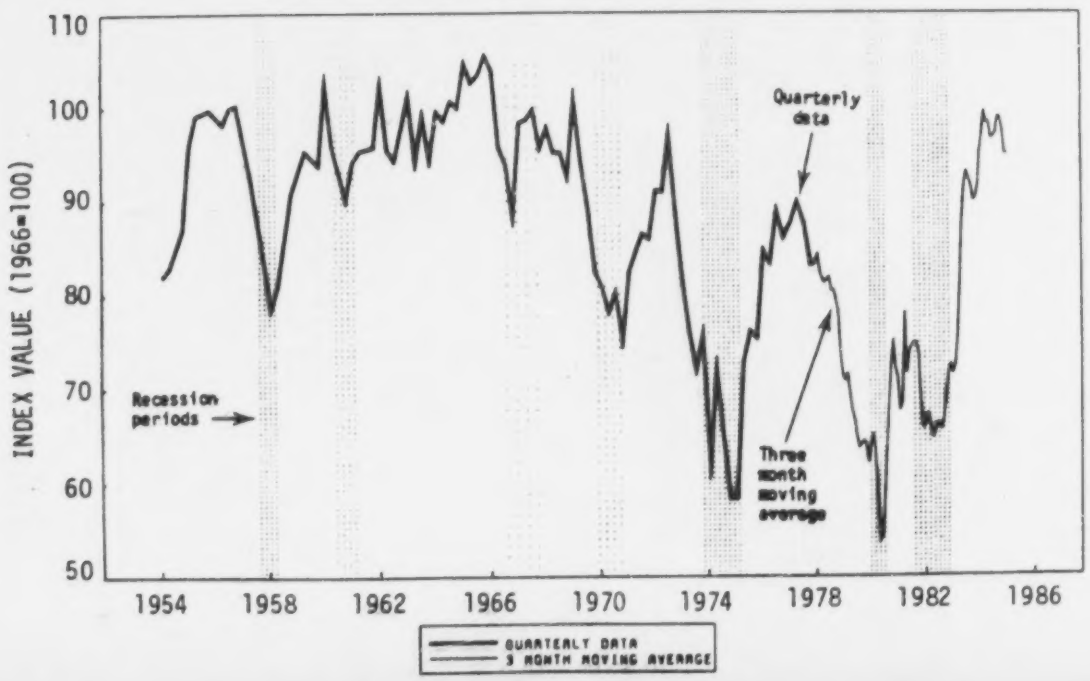
EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHART LINES

QUARTERLY DATA: Data collected by surveys conducted at three-month intervals before 1978.

MONTHLY DATA: Data collected by surveys conducted each month since January of 1978.

THREE-MONTH MOVING AVERAGE: Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE LABELS

Each tic mark on the time scale represents the month of January for the indicated year.

NATIONAL BUREAU OF ECONOMIC RESEARCH, REFERENCE DATES FOR RECESSIONS

DATES:	November	1948	-	October	1949
	July	1953	-	May	1954
	August	1957	-	April	1958
	April	1960	-	February	1961
	June	1966	-	November	1967*
	December	1969	-	November	1970
	November	1973	-	March	1975
	January	1980	-	July	1980
	July	1981	-	November	1982

Notes:

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters.

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

APPROXIMATE SAMPLING ERRORS[a] OF SURVEY FINDINGS

(In percentages by size of sample or subgroup)

Reported Percentages	Number of Interviews		
	700[b]	1,400[c]	2,100[d]
50	4.2	3.2	2.8
30 or 70	3.8	2.9	2.5
20 or 80	3.4	2.6	2.2
10 or 90	2.5	1.9	1.6
5 or 95	1.8	1.4	1.2

[a]The figures in this table represent two standard errors. Hence, for most items the chances are 95 in 100 that the value being estimated lies within a range equal to the reported percentages, plus or minus the sampling error.

[b]Average size of monthly surveys.

[c]Average size of two monthly surveys.

[d]Average size of three monthly surveys (one quarter).